

# *The* NATIONAL UNDERWRITER

*Life Insurance Edition*

## G R O W T H

<u>End of Calendar Year</u>	<u>1944</u>	<u>1945</u>
Total Income - - -	\$7,519,350.52	\$7,971,831.20
Admitted Assets - -	\$44,983,763.09	\$49,134,430.10
Policyholders' Surplus	\$3,553,973.43	\$3,826,927.75
Insurance in Force -	\$147,424,735.00	\$155,848,547.00
Actual to Expected Mortality - - -	46.45%	43.43%
Net Rate of Interest Earned - - -	3.16%	3.03%

On July 2, 1946, this Company will celebrate its 40th anniversary. Since organization it has paid or credited nearly \$100 million to policyholders, beneficiaries and annuitants, which is more than 104% of the premiums collected.

**THE MIDLAND MUTUAL LIFE**  
*Insurance Company*

Columbus 16, Ohio

**FRIDAY, FEBRUARY 1, 1946**

# for 96 years "All's Well" with NATIONAL LIFE of Vermont

## REPORT FOR 1945:

**N**EW life insurance paid for aggregating \$78,412,196 was the greatest in the history of the Company.

Insurance in force had a record increase of \$57,569,656 to \$740,588,698, an all-time high.

Assets increased \$35,837,558.11, or 12.32%, to \$326,781,145.68, crossing the three-hundred-million-dollar mark for the first time.

3.44% net was earned on net assets compared with 3.43% in 1944.

Payments to policyholders and beneficiaries totaled \$23,260,879.24, including \$4,772,844.21 dividends.

The Company enjoyed very favorable mortality experience despite the casualties of war. From Pearl Harbor to the end of 1945, the Company paid 479 war claims, aggregating \$1,493,820.08.

For the fourth consecutive year no bond in the statement was past due as to principal or interest.

The market value of our bonds was \$117,904,804.60 which was \$4,177,326.09 or 3.67% more than book value.

The Company's preferred stocks, all cumulative as to dividends, had a market value of \$11,250,717 which was \$1,179,412.11 in excess of book value. Two issues were in arrears.

A market fluctuation reserve equal to the excess of market value over book value of preferred stocks and one perpetual bond issue has been established.



Our favorable experience with Federal Housing Administration insured loans continues. Since 1935, we have completed foreclosure on 57 FHA loans out of 36,256 FHA loans purchased.

Loans in foreclosure numbered 23, representing \$77,880.50 of which 18 in an amount of \$61,674.00 were FHA's.

No reserves on insurance or annuity contracts are based on an interest assumption higher than 3%.

Insurance, accidental death and total disability reserves were established at \$188,038,269, an increase of \$11,741,600.

Total annuity reserves are carried at \$63,708,876, representing an increase of \$8,095,300. A voluntary increase of \$300,000 in these reserves has been made. Also Immediate Annuities issued in 1945 were placed on a 2% interest basis.

A continuation in 1946 of the generous dividend scale in use in the three preceding years has been announced previously.

During the Victory Loan in December, we borrowed \$7,500,000 from correspondent banks in anticipation of premium income to buy U. S. Government bonds. This liability item is described as "U. S. Bond Purchase Contracts Payable."

Surplus was increased by \$1,783,752.46 at the end of 1945 to \$15,817,944.69, including a \$2,000,000 contingency reserve.

On request, a list of the Company's securities will be sent.

ELBERT S. BRIGHAM, *President*

### 96th ANNUAL STATEMENT OF FINANCIAL CONDITION—December 31, 1945

#### ASSETS

Cash on Hand and in Banks	\$ 1,949,795.53	
Bonds:		
U. S. Gov't—Direct or Guaranteed	\$ 50,527,760.00	
State and Municipal—U. S.	6,757,757.82	
Public Utility	48,241,866.73	
Dominion, Provincial, Municipal—Canada	2,186,689.12	
Industrial and Miscellaneous	6,063,424.14	113,777,497.81
Preferred Stocks at market quotations		11,250,717.00
Mortgages, First Liens:		
City, insured by FHA	136,851,401.70	
Other City	30,410,454.87	
Farm	9,579,555.99	176,841,412.56
Real Estate at Cost or Less:		
Under Contract of Sale	1,325,618.92	
Home Office Properties	678,001.00	
Other:	726,898.47	2,730,518.39
Loans on Company's Policies		13,756,675.09
Premiums Receivable		3,926,419.96
Accrued Interest and Rents		2,208,577.12
Other Assets		339,532.22
<b>TOTAL ADMITTED ASSETS</b>		<b>\$326,781,145.68</b>

#### LIABILITIES

Policy Reserves:		
Insurance	\$188,038,269.00	
Annuity	63,708,876.00	
Policy Benefits left for future Income Payments	26,130,202.00	\$277,877,347.00
Policy Claims:		
In Process of Settlement	1,215,934.59	
Not Reported (estimated)	270,000.00	1,485,934.59
Policyholders' Deposits:		
Dividends Left at Interest	8,452,885.71	
Future Premiums Discounted	6,346,966.55	14,799,852.26
Provision for 1946 Dividends		4,806,474.22
U. S. Bond Purchase Contracts Payable		7,504,375.13
Provision for Federal and Other Taxes		790,772.12
Agency and Investment Items in Process		844,200.87
Pension Reserves—Home Office and Agents		1,059,381.00
Other Liabilities		565,432.39
<b>TOTAL LIABILITIES</b>		<b>\$309,733,769.58</b>
Reserve for Market Fluctuations—Preferred Stocks and Perpetual Bond		1,229,431.41
Surplus to Policyholders (including contingency reserve of \$2,000,000.00)		15,817,944.69
<b>TOTAL LIABILITIES AND SURPLUS</b>		<b>\$326,781,145.68</b>

Bonds and Stocks are included at amortized or other values as prescribed by the National Association of Insurance Commissioners. Securities carried at \$230,154.00 in the above statement are deposited with States as required by law.

**NATIONAL LIFE INSURANCE COMPANY HOME OFFICE VERMONT**  
**PURELY MUTUAL . . . . . ESTABLISHED 1850**

## '45 Sales Up 4.9%; Dec. Record Better by 15.3%; LIA Finds

Ordinary Gain Is 12.6%;  
Industrial Down 3.1%,  
Group 21.3%

New life insurance for 1945 showed an increase of 4.9% over the amount for the preceding year, and for December of 1945 an increase of 15.3% over the amount for the preceding December, according to Life Insurance Association of America. For 1945, ordinary insurance showed an increase of 12.6%, industrial a decrease of 3.1%, and group was down 21.3%.

The statement is based on the figures of 93 companies having 66% of the total new paid-for life insurance in all legal reserve companies.

For 1945, the total new business was \$9,796,467,000 against \$9,335,993,000 in the preceding year. Ordinary totaled \$7,211,373,000 against \$6,404,518,000. Industrial amounted to \$1,477,446,000 against \$1,524,535,000. Group was \$1,107,648,000 against \$1,406,940,000.

The December new business was \$1,046,732,000 against \$908,127,000. Ordinary was \$671,770,000 against \$545,173,000, increase 23.2%. Industrial was \$152,631,000 against \$104,422,000, increase 8.7%. Group was \$222,331,000 against \$222,532,000, decrease .1%.

The monthly new paid-for business figures for the last three years are shown herewith:

(Last Three 000 Omitted)

	1943	1944	1945	1945 over 1944
	\$	\$	\$	%
<b>Ordinary</b>				
Jan. ...	389,065	494,059	559,753	13.3
Feb. ...	396,266	517,041	555,820	7.5
Mar. ...	496,854	565,705	644,207	13.9
Apr. ...	505,276	523,278	628,107	20.0
May ...	475,695	547,638	642,978	17.4
June ...	499,293	592,132	604,378	2.1
July ...	493,467	530,345	586,572	10.6
Aug. ...	468,651	521,010	531,718	2.1
Sept. ...	455,760	472,354	496,941	5.2
Oct. ...	486,227	545,712	646,377	18.4
Nov. ...	504,361	550,070	642,752	16.8
Dec. ...	508,857	545,173	671,770	23.2
	5,673,772	6,404,518	7,211,373	12.6
<b>Industrial</b>				
Jan. ...	127,643	131,091	123,724	-5.6
Feb. ...	133,643	131,108	123,130	-6.1
Mar. ...	151,817	137,811	145,258	5.4
Apr. ...	143,324	124,535	136,537	-6.6
May ...	143,413	136,127	132,102	-3.0
June ...	135,778	125,183	120,720	-3.6
July ...	126,398	112,395	108,777	-3.2
Aug. ...	123,302	115,490	96,921	-16.1
Sept. ...	123,529	111,226	98,583	-11.4
Oct. ...	134,054	134,171	125,640	-6.4
Nov. ...	121,320	124,976	113,423	-9.2
Dec. ...	154,287	140,422	152,631	8.7
	1,617,508	1,524,535	1,477,446	-3.1
<b>Group</b>				
Jan. ...	93,818	190,145	64,376	-66.1
Feb. ...	90,689	62,597	60,212	-3.8
Mar. ...	130,390	88,179	103,202	17.0
Apr. ...	124,983	126,479	95,334	-24.6
May ...	154,406	136,333	86,588	-36.5
June ...	143,888	125,675	108,308	-13.8
July ...	131,599	80,220	101,558	26.6
Aug. ...	89,163	110,319	59,147	-46.4
Sept. ...	112,707	64,796	85,850	32.5
Oct. ...	132,778	97,910	75,936	-22.4
Nov. ...	129,670	101,755	44,806	-56.0
Dec. ...	392,635	222,532	222,331	-.1
	1,727,731	1,406,940	1,107,648	-21.3
<b>Total</b>				
Jan. ...	610,526	815,295	747,853	-8.3
Feb. ...	620,598	710,746	739,162	4.0
Mar. ...	779,061	791,695	892,667	12.8
Apr. ...	773,583	774,292	859,978	11.1
May ...	773,514	820,098	861,668	5.1
June ...	772,959	842,991	833,406	-1.1
July ...	751,464	722,960	796,907	10.2
Aug. ...	680,121	746,819	687,786	-7.9
Sept. ...	691,996	648,376	681,374	5.1
Oct. ...	753,059	777,793	847,953	9.0
Nov. ...	755,351	776,801	800,981	3.1
Dec. ...	1,056,779	908,127	1,046,732	15.3
	9,019,011	9,335,993	9,796,467	4.9

## Plus Signs Abound in New Annual Statements

The life company annual statement reports that are now coming through in large numbers contain splendid tidings all along the line. New life insurance sales in practically all companies were well ahead of 1944 production and in a number of companies the 1945 volume sets a new all-time high record. The gain in insurance in force in many companies was the largest in amount and percentage-wise of any previous year, and the lapse-surrender ratio reached such a low figure that a few years ago would never have been dreamed of. The mortality results were uniformly good despite the fact that the number and amount of war deaths was higher than during the previous year.

The decline in interest yield last year in most companies was measurable only a couple of places to the right of the decimal point.

Many companies reported that last year they invested substantially in preferred stocks. Government bond holdings naturally continued to increase. Perhaps percentage-wise the proportion of government bonds in life insurance company portfolios is now at a peak. With the end of the war the patriotic motive to invest in government bonds becomes less compelling and these issues will have to compete on a cold factual basis with other investment outlets in the estimate of company executives. All the companies seem to have made handsome gains last year through the sale of various securities at prices above what was paid for them, or at which they were carried on the books.

The companies were able to make splendid increases in surplus but before doing that many companies applied a good portion of earnings to fortifying reserves, particularly on annuities and under settlement option funds.

agency reserve increased \$15½ million to \$59,900,000. Capital, surplus and contingency reserves total \$119,907,346.

### BUSINESS MEN'S ASSURANCE

Life insurance in force of Business Men's Assurance increased from \$198,033,022 to more than \$225 million last year. Income increased from \$13,803,194 to more than \$16,344,500. Assets increased from \$42,963,641 to \$49,422,722. Surplus to policyholders is \$4,029,358, which is a gain of more than \$460,000.

A dividend of \$2.50 per share payable to stock of record Jan. 15, was declared.

### CONNECTICUT MUTUAL LIFE

Substantial gains during 1945 are announced by President Peter M. Fraser of Connecticut Mutual Life in the 100th annual report of the company and in his first report as president.

Payments to policyholders and beneficiaries amounted to \$33,872,413 which is 11.2% greater than in 1944. Dividends of \$6,966,196 bring the total benefits for the year over the \$40 million mark.



Peter M. Fraser

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## N. Y. Department Sponsors Guertin Bill with Changes

A modified version of the Guertin bill has been introduced as an insurance department measure in the New York legislature.

It differs from the standard version in the following respects: Use of a higher interest assumption for non-forfeiture values than for policy valuation will require the superintendent's consent and the company's assent to a plan which will provide equity for withdrawing policyholders.

While the superintendent could, under the proposed statute, give his consent without exacting any such conditions, it is regarded as inconceivable that he would fail to require them. For example, a company might be required to have a plan for paying surrender or withdrawal dividends. These would not be guaranteed, as a guarantee would eliminate the value of the differential from the company's standpoint.

A maximum interest assumption rate for policy valuation of 3% instead of the 3½% maximum in the standard Guertin bill. This will result in higher minimum permissible reserves.

A requirement that the annual statement disclose any higher reserves than those specified in the policy even though these extra reserves are voluntarily set up. Also that the statement show in a schedule all payments in excess of those required under the policy, whether by reason of a differential for voluntary extra reserves.

Omission from the policy of the Guertin law's requirements that the basis of computing reserves be set forth in the policy. This was regarded as too complicated for insured to understand. The policy is to state merely that the values are not less than those required by the New York law.

However, the basis for the adjusted premium reserve must be filed with the policy.

The law would become effective Jan. 1, 1948 as a requirement and may be adopted at any time before that.

## Guertin Wins Prize of Insurance Teachers Group

Cleveland Gathering  
Sets Attendance Record  
—Kulp President

### NEW OFFICERS ELECTED

President—C. A. Kulp, University of Pennsylvania.

Vice-president — J. A. Fitzgerald, University of Texas.

Secretary-Treasurer — C. A. Kline, University of Pennsylvania.

New member executive committee—J. M. Breen, Lumbermen's Mutual Casualty, Chicago. Holdover members—F. G. Dickinson, University of Illinois, (immediate past president); C. M. Parry, Metropolitan Life, New York; J. E. Hedges, Indiana University.

By JAMES C. O'CONNOR

A. N. Guertin, Chicago, actuary American Life Convention, was awarded the Elizur Wright insurance literature prize of the American Association of University Teachers of Insurance at the conclusion of the meeting in Cleveland last week. The award, which is made annually for the best insurance writing during the past year, and includes a cash stipend of \$250, was the climax of the first meeting of the association since 1941.

The meeting broke all records for attendance and the full and timely pro-



F. G. Dickinson



A. N. Guertin

gram met with the approval of everybody. Dr. C. A. Kulp, University of Pennsylvania, the new president, arranged the meeting in his former capacity as vice-president. Both he and Prof. F. G. Dickinson, University of Illinois, the outgoing president, received many compliments on the fact that the insurance teachers' group drew the largest attendance of any of the educational bodies meeting at the same time, including the more publicized American Statistical Association and American Economic Association, to which many of the insurance professors also belong.

### Will Meet in December

This was officially the 1945 meeting of the group, which usually meets in December along with the other organizations. President Dickinson announced that the 1946 meeting will be held in December and it is hoped that the association will be able to resume annual meetings on a regular basis from then on.

The conditions of the Elizur Wright prize permit the association to skip an award during any year in which, in its

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## C. J. Cover Makes Some Guesses as to Court Holdings

Lincoln Nat'l Counsel  
Puts Magnifying  
Glass on PL 15

CLEVELAND—The prediction was made by Clyde J. Cover, in addressing the annual meeting of the American Association of University Teachers of Insurance here that the U. S. Supreme Court will uphold state tax and licensing statutes if they can be demonstrated not to be discriminatory against insurers of other states; that it will uphold statutes excluding a type of business regarded as inimical to public welfare, provided no



C. J. COVER

discrimination is shown in favor of residents interested in the same type of business and that it will also uphold statutes regulating reserve, investments, agents and other aspects of the business provided foreign insurers are not placed as to them in a disadvantageous position.

Mr. Cover is assistant general counsel of Lincoln National Life.

The speaker examined public law 15 sentence by sentence with a magnifying glass and produced a lengthy critique that will be read with much interest by students of the big question of the hour when it is printed. Mr. Cover skipped many portions of the manuscript in giving his talk.

### Should Attempt to Frame Laws

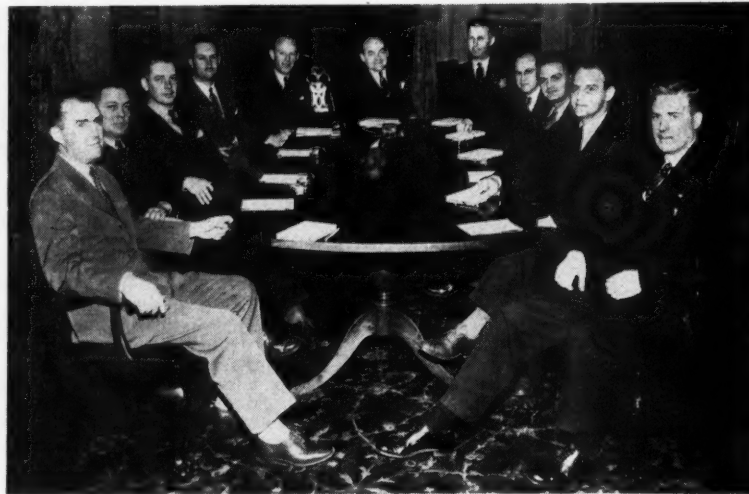
One of his conclusions is that much difficulty will be experienced in formulating state legislation that completely parallels the Sherman, Clayton and federal trade commission acts. However, this should not discourage the states from attempting to formulate such legislation because these acts are for the most part evocable by the federal trade commission and federal district attorneys.

These officials, in the face of the declaration of Congress that the state shall have power to regulate and tax insurance, he predicted, will not be overzealous and technical in their enforcement.

Although relief after Jan. 1, 1948 from the application of the Robinson-Patman act is not clearly provided for in public law 15, the states should nevertheless enact parallel laws in the hope that Congress will eventually amend PL 15

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## War Vets Among N. Y. Life Managers



Managers and assistant managers recently returned from the armed forces to New York Life are pictured with Dudley Dowell, vice-president, as they attended a refresher course in agency management at the home office.

They are, with present position and rank while in the armed forces, left to right, Jack P. Murphy, assistant manager Washington, D. C., coast guard first class petty officer; James E. Brickett, manager Montana branch, army major; John S. Gaines, assistant manager northern New Jersey branch; Robert E. Dye, assistant manager Oak-

land, Cal.; and Richard Stewart, associate manager Golden Gate branch, former navy lieutenants.

Mr. Dowell; John O. Cullen, assistant manager Golden Gate branch, former lieutenant commander; James D. Dunning, training supervisor Pacific division, and William A. King, assistant manager Washington, D. C., former navy lieutenants; Clark C. Gearhart, manager Lincoln branch, New York City, former lieutenant commander, and Gilbert L. Schultz, assistant manager Oregon branch, former coast guard lieutenant.

## Out to Break All Records at Omaha for Midyear Parley

OMAHA—The local leaders preparing for the midyear convention here of the National Association of Life Underwriters expect that this will be the largest such gathering ever held and they are striving to see that the entertainment is unsurpassed. Including those attending the sales congress March 16, some expect that the total attendance may reach 1,500. Lee Wandling, Equitable Society, is general chairman, having been appointed by Lee J. Gillis, president of the Omaha association. The Omaha Chamber of Commerce is cooperating enthusiastically. Committee chairmen are:

### List Committee Leaders

Arrangements, E. L. Smith, National Life & Accident; C.L.U., Will F. Noble, New England Mutual; committee meetings, Paul C. Kaul, Connecticut Mutual; company meetings, L. J. Marcotte, United Benefit; entertainment, Paul V. Cottingham, Mutual Life; finances, Norval S. Pierce, Metropolitan; general agents and managers section, Ned G. Patrick, Massachusetts Mutual; housing, Winslow M. VanBrunt, National Life; publicity, Sam B. Starrett, Jr., Guarantee Mutual; sales congress, Harmon S. Jones, Penn Mutual; ticket sales, Frank A. McDevitt, General American; women's division, Elsie Colston, Union Central.

### Ill. N. W. Mutual Men to Meet

The Illinois Association of Northwestern Mutual Agents, which discontinued its annual meetings during the war, will hold its first victory meeting at the Jefferson Hotel, Peoria, Feb. 4-5.

On the program from the home office will be Elgin Fassel, associate actuary; Grant L. Hill, director of agencies; J. P. McDonald, agency secretary, and L. J. Evans, assistant director of agencies. Also on the program will be John Jamison, Chicago general agent.

## "Flying Squadron" to Report on NSLI

A "flying squadron" sponsored jointly by the National Association of Life Underwriters and the Veterans Administration will embark on a 10,000-mile tour to bring information on NSLI and other veterans' benefits to life underwriters and guests in 25 cities in February and March.

The team will be composed of Vaughn W. Summers, Charles K. Reid, II, and Paul L. Williams, war veterans, and now regional insurance officers for VA. Before the war Mr. Summers was with Lincoln National in Washington, Mr. Reid with Connecticut General in Philadelphia and Mr. Williams with Prudential in Washington.

### To Hold Seminars

They will present 3½-hour seminars before gatherings of key veterans' organization and industrial leaders.

The tour was arranged and the seminars prepared under direction of Donald F. Barnes, director of the N.A.L.U. division of veterans' affairs.

## New Department of Revenue in Mo. Approved by House

JEFFERSON CITY, MO.—The senate by a unanimous vote passed a bill creating a separate department of revenue for collection of all state taxes, licenses and fees, which is expected to receive little opposition in the house. The measure is the backbone of reorganization of executive departments of the state government which is made mandatory under the new constitution approved by voters in 1945.

As originally presented by the senate ways and means committee, the bill provided for a streamlined government with all power centralized in the governor, but the senate amended the measure to take some power from him and grant the senate the right to pass upon appointments of subordinate officials in the new department.

## Agents in National A. & H. Association Voice Desires

To Tell Companies What They Want—New Financial Setup Adopted

By FRANK A. POST

The outstanding event of the mid-year meeting of the National Association of Accident & Health Underwriters in Wichita was the emergence of the personal producers as an articulate group. Ordinarily there have not been very many of them at the National association meetings, outside of those from the convention city, and this was the first time they had been given special recognition on the program.

The first afternoon, while the managers and general agents were holding their separate session, a meeting, open to agents only, was scheduled on the general theme: What should agents receive from managers and companies? C. M. Barricklow, Business Men's Assurance, Ponca City, Okla., was chairman. At the scheduled time more than 80 people crowded into a room which was expected to take care of about half that number, all of them intensely interested, as evidenced by questions and comments.

### Committee to Draft Recommendations

There were several topics that kept coming to the surface as the ones of greatest interest to the agents, and at the conclusion of the session a committee composed of David H. Stein, Pacific Mutual Life, Denver, chairman; Mr. Barricklow, Rolf R. Noll, Mutual Benefit Health & Accident, Kansas City, Mo.; Louis H. Gilles, Postal Life & Casualty, Kansas City, Kan.; S. A. Hemphill, Great Northern Life, Enid, Okla., and Margaret E. Olson, North American Life & Casualty, Minneapolis, was named to draft recommendations on these topics and submit them to the agents' group at another meeting after the main convention session the next afternoon.

At that adjourned meeting the committee presented a draft of several tentative recommendations to the National association and the companies but suggested that no definite action be taken at that time; that the committee be continued to contact other agent-members of the National association who were not in attendance and get their ideas, and have its recommendations ready for presentation in definite form at the Denver convention next June. It is felt that by that time it will be possible to get the agents better organized in support of a program which meets with their general approval.

### Attendance Better Than Expected

The Wichita meeting was regarded as being a most successful gathering. The official registration was around 270, which was higher than most of the National association executives had expected. Railroad facilities for getting to Wichita from the east and east central sections are not too good, but the comparatively small attendance from the larger cities was counterbalanced by a flood of small-townners from Kansas, Missouri, Oklahoma and other nearby states. It reflected the active work which has been carried on this year by R. J. Costigan, Business Men's Assurance, Kansas City, national president, and E. H. Mueller of Milwaukee, man-

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## VA On-the-Job Training Pushed in Insurance

### G.I. Bill Entitles Vet to Subsidies While Training

The Veterans Administration is pushing installation of on-the-job training courses for veterans in insurance offices throughout the country to provide ex-servicemen the substantial salary subsidies to which they are entitled while training for a job under the Servicemen's Readjustment Act.

Under Public Law 346, commonly known as the GI Bill, war veterans in training in insurance or any other business are entitled to supplemental pay from the V.A., providing their employers show evidence that they have a definite training program for veteran-employees.

#### Pay to Close the Gap

Administration officials point out that the supplemental pay offered to veterans in training is designed to help close the gap between the actual amount a veteran is receiving and the salary he will receive after he is fully trained.

Under the GI Bill, a veteran without dependents working in an approved on-the-job training program is entitled to a supplemental income from the Veterans Administration of \$65 per month, while a veteran with dependents may receive \$90. No allowance is made for more than one dependent. Disabled veterans who fall under the provisions of Public Law 16 draw the same amounts for on-the-job training in addition to any other pensions or allowances they may receive from the government.

#### Vet Receives Differential

A veteran will not necessarily receive the maximum amount allotted to his class. His income from the V.A. is dependent upon the differential between the actual salary he is receiving and the amount his employer pledges himself to pay him when he completes training for a specified job.

An example would be a married veteran entitled to \$90 per month from the V.A., who was receiving an actual salary of \$150, and whose employer had certified that his objective salary at the end of training would be \$250. The veteran would receive the full \$90 until the employer raised his actual salary to within less than \$90 of the objective. If the salary were raised to \$200 per month, the veteran would draw only the difference between \$250 and \$200 or \$50 from the government.

There are no limitations upon the size of the office which may obtain on-the-job allowances for veterans in training. There may be 100 veterans in the program or just one, so long as the employer has had the program approved and the veteran is certified.

#### Encourage Blanket Approval

The Veterans Administration encourages companies and organizations within the industry to obtain blanket approval for training which would cover branches or member offices. However, branch or member offices must have their programs approved in the states in which they are located, no matter where the parent office may be. The power of approval of an on-the-job training program lies jointly with the individual state and the local branch of the Veterans Administration.

The procedure for drawing up and obtaining approval for a job training program is as follows:

(CONTINUED ON PAGE 12)

## N.W. Mutual Veterans in Refresher



MILWAUKEE—Forty-three service men from 18 states, who have returned to resume their careers with Northwestern Mutual Life, comprised the class of the fifth veterans' refresher course held at the home office here for five days. Arrangements were in charge of Harold Gardiner, who recently returned from five years' army service and is now educational director. Formerly he was associated with the Russell Law general agency at Oklahoma City and later at Baltimore since 1924.

The men came from as far west as

California and as far east as Maine. The course is sponsored jointly by the company and its general agents.

Speakers at the various sessions held mornings and afternoons are officers and supervisors from the agency, underwriting, medical, secretarial and claims departments who cover subjects relating to their divisions.

President M. J. Cleary addressed the opening session and was the banquet speaker; Grant L. Hill, director of agencies, appeared on the opening and closing sessions.

## Life Companies Report on 1945 Results

	New Bus. 1945	New Bus. 1944	1945 Inc. in Force	1944 Inc. in Force
Jefferson Standard Life	70,031,519	60,097,014	46,532,339	40,032,074
Midland Mutual Life	12,455,500	11,233,103	8,423,812	7,064,619
Minnesota Mutual Life	71,901,006	52,779,577	40,562,377	24,053,264
Monumental Life	54,680,119	62,120,233	19,104,592	30,046,115
Northwestern National Life	51,788,032	57,778,998	29,366,423	42,376,449
Pan-American Life	39,907,551	34,311,715	24,572,662	20,302,397
State Farm Life	34,108,208	31,469,027	24,106,285	23,110,601

## The Game Lion Wins

An original feature of a recent educational conference of our Joseph H. Reese Agency in Philadelphia was based on the ancient gladiatorial custom of tossing 'em to the lions.

An underwriter would be invited to step forth and tell all the details of his writing an actual case. While the gladiator told his true story, what he had said, and what he hadn't said, the other attending underwriters listened to the technique of that sale (or uncompleted sale) and then in turn ventured their individual opinions of what might have been done. Although a field day for the lions, it seemed a bit rough on the gladiators who so gamely gave their inside stories.

One of these "confession men," William B. Snyder, having taken it with a smile, then proceeded to make a second try at his case, and by taking the advice thus obtained, actually closed the sale, a \$20,000 business insurance case.

Apart from his final winning, he had the satisfaction of having contributed to the working out of an ingenious way of making a program for an educational conference.

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### THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## Blunt, Nay Retire; Many Monarch Life Men Promoted

James W. Blunt has retired as vice-president, and Carlton E. Nay as secretary of Monarch Life and a number of new officers were elected and supervisory promotions made.

Succeeding Mr. Blunt and Mr. Nay as directors are Roswell C. Laub, vice-president and agency manager, and John H. Miller, vice-president and actuary.

Gurdon W. Gordon, Jr., recently returned from military service, is advanced from assistant secretary to secretary.

Clyde B. Gordon, recently returned from naval service, is now agency assistant and manager of conservation. Previously he was agency secretary. Helen J. Berryman, who has been assistant agency secretary, is advanced to agency secretary. Gordon Grady is now supervisor of comptroller division. Previously he was assistant supervisor.

Horace B. Horton becomes middle-western field supervisor, Thomas M. Sharp, agency assistant, Fred H. Hennig, educational director, W. R. Christmas, assistant actuary and James S. Bulkley, associate counsel.

#### Blunt Former Commissioner

Mr. Blunt has been a vice-president of Monarch Life since 1929 and Mr. Nay has been secretary since 1926. Mr. Blunt at one time was insurance commissioner of Maine. He was the head of the agency operations for many years.

Gurdon Gordon, Jr., attended Wesleyan University. During the war he saw service in the European theater.

Clyde Gordon attended Brown University. In the navy he was a lieutenant serving as an anti-submarine officer in the Atlantic and Mediterranean. They are sons of Gurdon Gordon, vice-president and general counsel of Monarch Life.

Mrs. Berryman joined Monarch in 1936 as secretary to the Springfield general agent. She later became office manager and in 1942 was transferred to the home office agency department.

Mr. Christmas, a native of Montreal, graduated from McGill University in 1929. He has been with Sun Life of Canada. He is a fellow of the Actuarial Society of America and American Institute of Actuaries. He served in the Canadian navy during the war as a lieutenant commander.

Mr. Bulkley graduated from Yale and Harvard law school. He has been engaged in the practice of law at Springfield and for the past eight years has been associated in that practice with Gurdon Gordon, Sr.

Mr. Hennig, the new educational director, attended New York University school of commerce and had trust company and selling experience. He started with Monarch as an agent at Hartford and since last September has been at the home office.

Mr. Horton, until recently, was at the head office of Continental Assurance and before that was agency organizer for the Gifford Vermillion agency of Mutual Life at Chicago. He graduated from Lake Forest College and has been in insurance work since 1927. His headquarters will be at his home at Harvey, Ill., and he will look after 15 offices in 11 states. This is a new position for Monarch Life.

Mr. Sharp graduated at University of Pennsylvania. He has had considerable insurance educational experience, having taught at New York University, University of Pennsylvania and University of Missouri. He was with Aetna Life.

#### Luckham Rejoins Cal. Department

LOS ANGELES—Donald Luckham, recently discharged from the navy as a commander, will return to the California insurance department as administrative assistant in the Los Angeles office, assigned to administrative duties.

## Gravengaard Now Managing Editor of Diamond Life Unit

H. P. Gravengaard has been appointed managing editor of the Agent's Diamond Life Bulletins, succeeding A. R. Jaqua. For the past three years Mr. Gravengaard has been associate editor of the Diamond Life Bulletins, which position he will hold in addition to assuming the editorship of the Agent's Diamond Life Bulletins. Both of these services are published by The National Underwriter Company, the Diamond Life Bulletins department of which is headed by Abner Thorp, Jr., managing editor, who founded it 28 years ago.

In the three years that Mr. Gravengaard has served as associate editor of the Diamond Life Bulletins, he has become a national life insurance figure, having published numerous books, brochures and pamphlets, and speaking before life underwriters in all parts of the country. He is the author of the popular D.L.B. business insurance books: "Sole Proprietorships and Life Insurance"; "Partnerships and Life Insurance"; "Close Corporations and Life Insurance"; and "Key Men and Life Insurance." More than 80,000 copies of the Gravengaard insurance books have been sold.

### Recent Publications

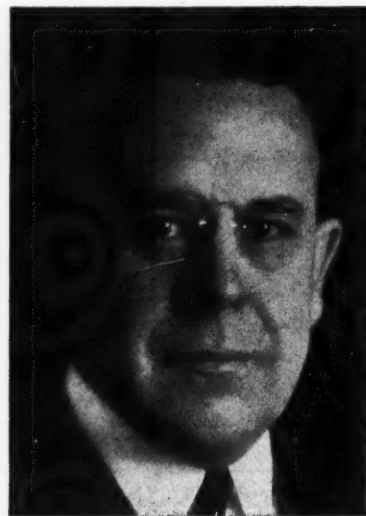
His most recent publications "How to Preserve Your Partnership" and "How to Offset the Loss of the Key Man" have been widely sold. To round out this series Mr. Gravengaard now has in preparation "How to Preserve Your Proprietorship" and "How to Preserve Your Close Corporation."

In addition to being a life insurance writer and speaker, Mr. Gravengaard is a practical life insurance man, having spent 19 years in the field as a personal producer and general agent. He is a graduate of the University of Nebraska, and took two years of special study at Harvard. His life insurance career began in the agency department of the home office of Aetna Life in 1924. He was sent to Syracuse as a personal producer, then to Boston in the same capacity, and later to New York to attend the New York University school of life insurance. Later he returned to the Aetna home office and established its sales training and educational department. He wrote the first history of Aetna Life, and produced the Aetna's first correspondence sales training course. Upon its completion he established the field training school (of three weeks' duration) which he conducted in leading Aetna agencies.

He was appointed general agent of Aetna Life at Columbus, O., in 1926, and in 1931 became general agent of New England Mutual Life at Toledo, which position he relinquished early in 1943 to join The National Underwriter Co.

## Edwards Agency Congress Develops Effective Plans

Talks by agents of the R. S. Edwards general agency of Aetna Life in Chicago at the annual sales congress on their selling methods demonstrated why the agency again in 1945 for the second consecutive year led all the Aetna's agencies in this country in new paid life volume and why several of the agents were



ROCKWOOD S. EDWARDS

high up among the Aetna's individual leaders in both the life and accident departments.

Three home office executives attended, led by President Morgan B. Brainard, who spoke at the annual banquet. The others from Hartford were R. B. Coolidge, vice-president in charge of agencies, and Carl G. Josephson, underwriting manager at the home office.

Planned prospecting, approach, interview and close was the theme, and particularly use of the "estate control" selling plan.

President Morgan B. Brainard is traditionally the banquet speaker at the Chicago agency's January meeting.



M. B. Brainard

Mr. Brainard said that he had caused to be prepared statistics on the 1945 operations, but with a broad grin, said that the figures had now gotten so large that he was unable to read them and hence, would not crowd the banquet festivities with such matters. He spoke of his very great

interest in and affection for the Chicago organization.

Rudolph LeBoy, who led the agency in 1945, stood fourth in Aetna production countrywide and is treasurer of the Aetna's nationwide Life Leaders Club, introduced some of those at the head table. Mr. Edwards presented plaques to Sam Berg, who was leader in life premiums in 1945 and was fifth in volume countrywide; to Ben Sax, second in accident and health production countrywide, who led the agency in A. & H., and had 68 applications for \$2,200 premiums during December, and to Mr. LeBoy.

### Johnny Neblett on Program

Johnny Neblett, radio star and a man who has been thoroughly Aetnaized by his friend Al Bluhm, entertained the group with some stories and, incidentally, spoke in the highest respect of life insurance men who are steering people into a life of security.

Arthur Hicks, rotund and jovial agent from Joliet, a great favorite at all Aetna gatherings, again was delegated the privilege of introducing Mr. Brainard.

Greatest exponent of the controlled type of selling to speak was Mr. LeBoy, who spoke on the "controller," which is an organized prospecting and time control method. Mr. LeBoy reached the high production of \$1,250,000 new paid ordinary life business in one year, and has been a "Regionnaire" for 18 years.

The controller, he said, has shown him the number of calls he had made per week, number of interviews in relation to calls, number of sales in relation to calls and interviews, and the opportunity to compare his average volume per case with that of the Edwards agency and the company's whole field force.

### Gives December Analysis

Thus, in December he made 84 life and nine accident calls, 52 life and seven accident interviews, 36 closing life and four accident interviews, secured 10 new life prospects and three new accident prospects, made nine life sales and three accident sales. Mr. LeBoy said general opinion is that an agent should close one sale for each three closing interviews. On this basis, he was weak in closing. He also did not do enough accident business.

"One week's work will reveal," he said, "where you are weak and need brushing up; whether your prospecting, approach, presentation or close needs some work. The controller has enabled me to run my business instead of having it run me."

Al Bluhm, a former golf professional who has been a leader in the agency for a number of years, gave accident sales ideas, saying that to sell a new prospect an accident policy places him on "first base," protecting his income and secur-

(CONTINUED ON PAGE 12)

## Stillman's Record as Banker Shows Sales-Mindedness

W. Paul Stillman, whose election as chairman of Mutual Benefit Life was



W. Paul Stillman

reported in last week's issue, has a well deserved reputation for getting through a vast amount of work with a minimum of waste effort. This trait will stand him in good stead, for he plans to continue as president of National State Bank of Newark as well as being Mutual Benefit's chief executive officer.

Mr. Stillman has the ability to come to decisions quickly but maintains a remarkably high batting average. Under his guidance National State Bank grew from some \$9 million of assets when he took the helm 15 years ago to \$101 million at the close of 1945. Not only did he justify the confidence of those who made him president at the age of 33 but he also found time to become one of the state's leading figures in banking and in philanthropic activities. Another work of major importance has been his contribution to the solution of the personal property tax question. This work has been in large measure completed and accepted, though studies will continue.

### Was Close to Management

Election of a man as chief executive who has never been an officer of the company is less strange that it might appear when the close relationship of Mutual Benefit's board and management is understood. Unlike many life companies which have boards rather widely distributed geographically, Mutual Benefit's directors are either in Newark or close enough to it so that weekly meetings are practicable.

Mr. Stillman has been a member of the board for eight years and of the finance committee for six. The latter meets every week on the day before the directors' meeting. In view of the close relation of directors to company management, it might almost be said that Mr. Stillman has been an officer for the last six or eight years. Moreover, by putting one of their number in as chairman, the directors have made the relationship even closer.

### Has Sales Approach

Despite Mr. Stillman's financial background, he is not lacking in aggressiveness and sales-mindedness. In fact, the accomplishment of building up his bank's assets more than ten-fold in 15 years, even allowing for the effect of recovery from the depression, could obviously not have been accomplished by a man without plenty of salesmanship in his make-up. He has also shown himself to be extremely capable as an organizer and in delegating authority rather than attempting to operate the controls with his own hands.

## Many Favorable Features in Midland Mutual Record

Midland Mutual Life reports a gain of \$8,423,812, bringing the total in force to \$153,848,547, the largest gain since 1927. The preventable terminations were the lowest in history, amounting to only 1.79%.

Income from all sources was \$7,971,831, an increase of \$452,481. Death claims totaled \$952,792, a decrease of \$59,464. Heart disease accounted for 42% of the number of claims and 57% of the amount; cancer 10% by number and 9% by amount; payments to policyholders and beneficiaries were \$2,283,843. Assets increased \$4,150,667 to \$49,134,430. Surplus to policyholders increased \$272,955 to \$3,826,928.

## FIGURES FROM DEC. 31, 1945, STATEMENTS

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1945	Ins. in Force Dec. 31, 1945	Increase in Ins. in Force	Prem. Income 1945	Total Income 1945	Benefits Paid 1945	Total Disburs. 1945
Amicable Life .....	22,191,885	1,887,661	1,737,792	15,026,852	115,000,207	8,357,894	2,923,210	4,138,937	1,002,668	2,306,315
Capitol Life .....	17,985,708	1,430,985	1,395,240	13,187,391	86,683,730	9,175,009	2,410,685	3,499,698	1,055,404	2,123,877
Columbus Mut. Life .....	57,730,912	5,364,456	5,850,525	16,375,485	182,734,494	12,147,543	5,686,503	10,389,968	2,727,428	5,009,532
Cont. Amer. Life .....	45,754,453	5,047,067	3,400,590	18,658,359	176,065,004	12,283,510	6,201,946	8,853,039	2,314,051	3,867,379
Conn. General Life .....	504,199,578	57,455,835	23,696,809	199,864,010	1,784,561,736	12,019,368	68,120,251	110,223,536	27,393,860	55,049,237
Expressmen's Mutual .....	12,262,297	403,156	1,399,343	72,762,110	744,750,430	50,526,076	24,898,148	48,020,827	13,114,762	23,520,509
Equitable Life, Iowa .....	302,413,211	24,365,980	14,420,120	386,950	31,527,133	4,238,250	972,074	1,324,444	138,695	551,120
Great Natl. Life .....	4,691,531	781,229	732,057	5,054,428	32,270,804	2,002,019	697,728	1,130,399	329,169	708,508
Jefferson Standard .....	161,278,046	18,338,477	18,500,000	70,031,519	589,097,454	46,532,339	19,488,905	32,052,228	7,470,931	14,164,502
Lincoln Liberty Life .....	11,055,958	924,123	739,360	5,876,509	44,738,363	3,129,308	1,365,023	2,136,778	709,777	1,187,280
Midland National .....	8,928,511	930,785	1,283,724	5,509,987	35,277,941	3,440,319	1,013,115	1,574,317	258,988	696,871
Midwest Life .....	6,559,699	471,338	732,057	5,054,428	32,270,804	2,002,019	697,728	1,130,399	329,169	708,508
Minnesota Mutual .....	77,066,970	6,778,750	4,782,487	71,901,006	347,261,356	40,562,377	9,839,331	14,841,539	4,740,017	8,325,641
Natl. Fidelity Life .....	8,331,163	517,617	679,908	6,929,799	40,854,253	4,121,304	898,027	1,340,879	315,895	955,776
Natl. Home Life .....	263,996	24,632	127,082	634,550	2,624,850	273,835	67,061	75,091	10,014	53,924
North'n Life of Can. .....	16,414,800	1,411,970	652,016	11,589,106	78,114,776	8,889,678	1,894,788	2,878,038	827,557	1,514,564
North'n Life of Wash. .....	34,137,409	3,659,413	3,104,968	29,410,949	150,919,905	14,172,740	5,789,884	8,379,646	2,284,192	4,797,043
Pan-American Life .....	67,862,256	7,891,777	4,414,604	39,907,551	250,157,971	24,572,662	11,393,752	15,405,295	3,615,676	7,631,756
Peoples Life .....	16,059,600	1,431,961	1,431,961	9,412,219	73,017,625	5,154,463	1,986,767	2,753,453	634,301	1,362,104
Philadelphia Life .....	18,399,874	1,268,578	1,407,898	6,034,822	65,603,305	3,516,621	1,854,344	3,162,809	943,732	1,962,247
Union Central Life .....	533,647,508	30,262,774	22,046,582	81,199,003	1,221,130,193	37,063,310	42,239,499	77,701,081	35,036,282	46,945,527
Washington Life .....	682,736	53,917	193,040	2,840,800	12,634,300	2,599,500	179,156	153,345	97,658	154,296
Western Life .....	24,312,324	2,924,558	2,900,000	21,211,722	96,573,528	15,158,226	3,160,584	5,285,542	1,002,304	2,933,898

\*Excludes additions to groups previously written, \$241,932,962.

# CONTINENTAL COMPANIES

General Offices: Chicago, Illinois

## Continental Casualty Company

Financial Statement—December 31, 1945

### ASSETS

Cash .....	\$ 5,322,671.61
*United States Government Obligations....	30,877,616.25
*Other Public Bonds.....	3,746,584.51
*Railroad Bonds .....	\$ 677,008.30
*Public Utility Bonds.....	1,380,297.93
*Miscellaneous Bonds .....	555,832.46
Total Corporate Bonds.....	2,613,138.69
*Preferred Stocks .....	4,557,444.00
*Other Stocks .....	13,056,153.00
Mortgage Loans .....	215,947.20
Administrative Office Buildings.....	2,942,781.19
Premiums in Course of Collection.....	5,196,978.42
(Not over 90 days past due)	
Accrued Interest and Rents.....	212,621.81
Other Assets .....	158,013.93
Admitted Assets .....	\$68,899,950.61

### LIABILITIES

Unearned Premium Reserve.....	\$15,037,235.96
Reserve for Claims.....	23,940,007.92
Miscellaneous Liabilities .....	4,017,255.45
Reserve for United States and Canadian	
Income Taxes .....	790,125.45
General Contingency Reserve.....	7,400,000.00
Capital .....	\$ 5,000,000.00
Surplus .....	12,715,325.83
Capital and Surplus.....	17,715,325.83
Total .....	\$68,899,950.61

\*Eligible bonds amortized. Insurance stocks valued on basis of pro-rata share of capital and surplus. All other securities at quotations prescribed by National Association of Insurance Commissioners.

Net Premiums written during 1945..... \$42,524,101.07  
Increase over 1944..... 4,216,480.89

W. McCORMICK BLAIR  
William Blair & Company  
WILLARD N. BOYDEN  
Vice President  
ROLLIN M. CLARK  
First Vice President and Secretary  
M. P. CORNELIUS  
General Counsel  
\*W. G. CURTIS  
President, National Casualty Company

\*Continental Casualty Company only

\*EDISON DICK  
Executive Vice President,  
A. B. Dick Company  
\*HARRY W. DINGMAN  
Vice President and Medical Director  
FRANK R. ELLIOTT  
Director, Harris Trust and  
Savings Bank  
\*BOYD N. EVERETT  
Vice President and Treasurer  
CHARLES F. GLORE  
Glore, Forgan & Co.

## Continental Assurance Company

Financial Statement—December 31, 1945

### ASSETS

Cash .....	\$ 2,866,915.13
*United States Government Obligations....	24,253,212.73
*Railroad Bonds .....	\$ 8,283,840.32
*Public Utility Bonds.....	13,065,081.64
Miscellaneous Bonds .....	5,077,020.78
Total Corporate Bonds.....	26,425,942.74
*Preferred and Guaranteed Stocks.....	3,793,469.35
*Other Stocks .....	2,020,865.87
Mortgage Loans .....	6,641,880.37
Policy Loans .....	3,269,679.17
Home Office Building.....	2,513,178.04
Other Real Estate.....	36,525.29
Net Deferred and Uncollected Premiums..	2,717,876.79
Accrued Interest and Rents and Other	
Admitted Assets .....	352,384.75
Admitted Assets .....	\$74,891,930.23

### LIABILITIES

Statutory Policy Reserves.....	\$58,125,885.92
Pending Claim Reserve.....	2,410,820.58
Premiums Paid in Advance.....	2,817,240.10
Miscellaneous Liabilities .....	3,116,387.53
Group Contingency Reserve.....	825,000.00
General Contingency Reserve.....	1,650,000.00
Capital .....	\$2,000,000.00
Surplus .....	3,946,596.10
Capital and Surplus.....	5,946,596.10
Total .....	\$74,891,930.23

\*Eligible bonds amortized. All other bonds at quotations prescribed by National Association of Insurance Commissioners. All stocks at lower of cost or such quotations.

Insurance in Force as of December  
31, 1945, ("Paid-For Basis")..... \$539,436,117  
Increase over 1944..... 40,797,223

### DIRECTORS

\*NORMAN HOAG  
Vice President  
ARNOLD B. KELLER  
Senior Consultant and Director,  
International Harvester Company  
\*F. D. LAYTON  
President, National Fire Insurance  
Company of Hartford  
T. ALBERT POTTER  
President, Elgin National Watch  
Company

\*HOWARD C. REEDER  
Vice President and Actuary  
\*J. M. SMITH  
Vice President  
R. DOUGLAS STUART  
President, The Quaker Oats Company  
STUART J. TEMPLETON  
Wilson & McIlvaine  
ROY TUCHBREITER  
President

\*Continental Assurance Company only

The Continental Year Book discloses in greater detail the Companies' operations and financial structure. It will be furnished upon request.

Casualty Insurance

Fidelity and Surety Bonds

Life Insurance

## Women as Policy Buyers Are More Important

Life agents may as well become accustomed to selling policies to women, Beatrice Jones, agency assistant of Guardian Life at the home office, told the Ontario sales congress at Toronto, for some part of every agent's new life policyholders will come from previously uninsured persons, and the uninsured, women greatly outnumber the men who are uninsured. She deduced that a substantial number of new policyholders will be women.

These uninsured women, she said, in most cases will be women who work for a living—not because they especially want to but because they prefer to work instead of starve. They will aim to stop

working as soon as economically possible, thus making them better life insurance prospects.

"They will be valuable clients because they will pay high premiums and their business will persist. They will, when properly sold, be a source of new prospects by referred leads. They would prefer to buy from men simply because women are funny that way—and anyway there are not enough women agents to handle such an enormous potential market."

### Need Knowledge of Women

Miss Jones warned that to approach the woman prospect successfully the salesman must understand her. "Be honest with her. Don't talk down to her. Put your story in non-technical language. Don't try to impress her . . . there is only one sure way a man can impress a woman with how smart he is and that is by reflecting an awareness of how smart she is."

"In the life insurance business, woman has a peculiarly important place. But for women, life insurance as it is known today might never have come into being. If a man did not have the wish to protect his family we really wouldn't have such a wide need for life insurance, and if it weren't for his wife he would not have a family to protect. Of all the bil-

lions of life insurance owned by the men of North America, most of it was purchased for the benefit of women and children.

"And now the time has come when we as an industry must shake off our blinders and begin to think seriously about women as buyers of life insurance. We must concurrently think of them as both buyer and beneficiary, but the two are not mutually exclusive."

### Majority Must Work

She said a recent study of employed women in the United States showed 93% worked because they had to support themselves. The percentage who work to avoid boredom is very small.

The young woman on her first job is working to earn her living until she gets married. She isn't a good prospect, for she would buy only a small contract, but she is worth cultivating because by the law of average some women will not marry. The successful business woman is not hard to understand, Miss Jones said.

She is an important prospecting source for the agent writing business insurance. There are key-men, but also there are key-women in business.

The woman executive will buy higher premium contracts to speed the attainment of her objective, financial freedom. Her business will stay on the books, it will persist.

Agents can and should capitalize on the feminine habit of talking. The agent can make sure that when his women clients and prospects talk about life insurance they be enthusiastic about it, the company, and the agent. They can be trained to find prospects for the agent by this method.

## SS Change May Consist Only in Liberalizing Aid to State Programs

WASHINGTON—It looks as though House ways and means committee consideration of social security amendment may result chiefly in liberalizing federal contributions to state public assistance programs. Some committee members, very influential, indicate they are so disposed. After taking action along that line, they plan to begin consideration of tax revision legislation.

The tentative outline of committee action prospects follows an executive session of the committee at which members heard Comm. Leonard Calhoun, head of the committee's social security study group, summarize the report of his group to the committee, approximately 1,000 pages in length, which is now in process of printing. When printed the report will be taken up at ways and means committee meetings, and public hearings are expected.

Among other things, the report is said to suggest creation of a government actuarial bureau to deal with the numerous problems constantly arising in connection with legislation, presidential recommendation, and administrative action.

The Calhoun report is understood to be factual in character and to contain "no recommendations, as such." However, "conclusions" arrived at in the study are regarded as virtually tantamount to recommendations. Comm. Calhoun has said that purpose of his group was to paint a factual picture for the committee, pointing out what would happen or what should be done under various circumstances, with reference to OASI and other social security problems. While the group started out with a staff of two actuaries, besides Comm. Calhoun, later this was enlarged to include specialists on unemployment compensation and public assistance.

Pending further consideration of OASI problems, if the view of certain ways and means members prevails, federal grants for public assistance may be increased, in view of the rising cost of living. More time would thus be allowed to look over other social security

matters, it is pointed out, with the possibility that the views of government departments and agencies concerned might be reconciled with respect to extension of OASI, etc.

The social security board is reported favorable towards liberalization of federal contributions to public assistance. The Wagner-Murray-Dingell over-all social security bill, which SSB officials view with favor, provides for such liberalization, not limited to the aged, but also extended to all needy persons regardless of age, and disabled persons, as well as dependent children and the blind as under present law. A basis of variable federal grants to the states is proposed under which the poorer states would not be required to match federal grants, dollar for dollar.

## Rounds Out 30 Years as Los Angeles General Agent

LOS ANGELES—W. K. Murphy, senior member of Murphy & Mage, Los Angeles general agents of Northwestern Mutual Life will celebrate his 30th anniversary in that post Friday. He will be the honor guest at a dinner given by his associates with more than 70 in attendance.

At the dinner, Mr. Murphy, who now is the dean of general agents and man-



W. K. MURPHY

agers in Los Angeles, and who has just retired as president of the Life Insurance Managers Association, will be presented a scrapbook containing letters and telegrams of felicitation from his friends; a scroll memorializing his services, and a scroll signed by all the office staff of the agency.

### Started With His Father

He took charge of the Los Angeles office Feb. 1, 1916, following the division of the state into two general agencies. Since that time the agency has paid for \$167,800,000 of life insurance, not including annuities.

Mr. Murphy's first contract with Northwestern Mutual was signed in 1901, with the home office general agency, of which his father, Daniel E. Murphy, was general agent. His service with the company has been continuous since that date.

## National Underwriter Boston Office Is Moved

The Boston office of THE NATIONAL UNDERWRITER has been moved to 80 Boylston street, Room 1228, telephone Hubbard 8696. Until now headquarters have been maintained at 944 Park Square building. William A. Scanlon recently assumed charge as vice-president of the business affairs of THE NATIONAL UNDERWRITER in the New England states, with headquarters at Boston. Mr. Scanlon formerly traveled out of Chicago in several middle western states.

**The  
COMMONWEALTH  
Commentary**

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**Congratulations to the L.I.A.M.A.**

We extend our congratulations to the Life Insurance Agency Management Association, formerly the Life Insurance Sales Research Bureau and the Association of Life Agency Officers; and to Captain Charles J. Zimmerman, U.S.N.R., former Chicago general agent of the Connecticut Mutual and past president of the National Association of Life Underwriters.

The L.I.A.M.A. has just announced that one of its principal divisions is the newly created one which will be concerned with institutional matters as distinct from company matters. There has long been a great need for centralizing in one place the activities of the bureau, now the L.I.A.M.A., in order to assure complete coordination of its work with that of other associations and organizations in the business.

The creation of this division, and the election of Charles J. Zimmerman, C.L.U., to head this work for the L.I.A.M.A., constitute two great forward strides.

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Insurance in force, Nov. 30, 1945—\$262,127,081

**COMMONWEALTH**

**LIFE INSURANCE COMPANY**

LOUISVILLE • MORTON BOYD, President

## N.A.L.U. Warned to Avoid Antagonizing U. S. Treasury

It is inadvisable in this time of heavy national tax demands in order to meet the huge public debt resulting from the war, for life agents to continue their efforts to secure adoption of the congressional bill that they have been pushing for several years to exempt life insurance earmarked for payment of estate taxes from the federal estate tax, the Chicago Association of Life Underwriters urged in a recommendation sent to the National association.

A number of other recommendations were made by the Chicago group, which had been formulated by the comparatively new committee on national affairs of the C.A.L.U.

A number of authorities gave their opinions to the Chicago committee that at this time when so much money is needed to service the public debt and retire it, it is not feasible for the Treasury to recommend or for Congress to adopt a provision to exempt one kind of property while at the same time all other kinds of property are left subject to the tax. The provision in question is the Lonerger amendment to the revenue bill, which a number of years back for a while seemed to have a fairly good chance of passage. As the cash demands of war increased, however, hopes for the amendment grew steadily dimmer.

### Treasury Resentment Noted

The Lonerger amendment, which later became known as the Disney amendment, passed the Senate but was killed in the House. It is reported in Chicago a definite resentment has been discovered among certain Treasury officials against life agents because of the effort to "railroad" this amendment through Congress, and in Chicago it is believed the continuance of this feeling in the Treasury could impair efforts to secure other worthwhile and reasonable legislation.

The Chicago association and its committee fear that to continue pressure for adoption of the amendment would create ill feeling against the life agents. As the committee in its resolution to the Chicago association directors put it, "(1) That the C.A.L.U. urges the N.A.L.U. to discontinue activity for the measure to exempt from the estate tax life insurance earmarked for payment of estate taxes. We point out that 10 years of work and expense have been fruitless, and that there is reason to believe that N.A.L.U.'s persistent campaigning for this provision has impaired N.A.L.U. relations with the Treasury department. We are confident that cessation of pressure for this legislation will result in a more cordial attitude toward other and more urgent revisions of the code."

### Other Recommendations

The remainder of the recommendations which the committee urged the Chicago association to convey to the N.A.L.U. committee on federal law and legislation were:

"(2) that the C.A.L.U. endorses and supports the effort of the N.A.L.U. to persuade Congress to amend section 811 (g) (2) to eliminate the unfair application of this section to insurance transferred by the insured.

"(3) that the C.A.L.U. endorses and supports the continued effort of the N.A.L.U. in sponsoring an amendment to provide for a reasonable deduction for life insurance premiums in federal income tax returns.

"(4) that the C.A.L.U. requests the N.A.L.U. to continue the efforts to amend Section 22 (b) (2) to exempt transfers of life insurance to transferees having an insurable interest in the insured.

"(5) that the C.A.L.U. endorses and supports the effort of the N.A.L.U. to-

ward revision of the formula for the income tax on annuities to conform with the reduced yield of annuities since the existing formula in section 22 (b) (2) was adopted.

### Another Proposal Made

"Your committee unanimously recommends that the C.A.L.U. suggest to the N.A.L.U. committee on functions and activities that consideration be given to resumption of relations with the American Institute of Accountants and the National Association of Credit Men."

The working arrangement with the

American Institute of Accountants and National Association of Credit Men functioned fairly well in 1939 and 1940, and offered much promise of benefits for all concerned, but has become inactive since then.

Section 811 (g) (2) is the revenue code section which taxes the proceeds of life insurance under the federal estate tax in proportion to which the premiums were paid by the insured. Life insurance leaders feel this is unfair since life insurance is the only kind of property that under the existing setup cannot be transferred without being subject to tax.

James H. Brennan, Fidelity Mutual, is chairman of the Chicago committee on national affairs, which also includes Gerard S. Brown, Penn Mutual; Joseph G. Carmen, Prudential; Roland D. Hinkle, Equitable Society, and G. L. Grimm, New England Mutual.

This was one of the first committees of its kind among local associations of the United States and it is possible this is the first time that a local association has taken formal action on national affairs and indicated its wishes to the N.A.L.U. Heretofore such action usually was taken through the committee-men and trustees of N.A.L.U.

WE DON'T HAVE TO SAY THIS

# IN BIG TYPE

IT SPEAKS FOR ITSELF

Insurance In Force reached a grand total of \$354,254,995, a gain of \$82,478,156 during 1945.

Assets have increased to \$76,787,847, a gain of \$11,225,668 during 1945.

Policy Reserves at year-end amounted to \$65,969,916, a gain of \$8,695,317 during the past year.

Capital and Surplus Funds mounted to \$6,000,000, a 1945 increase of \$985,521.

During the six years of present management, Insurance In Force has practically doubled, from \$177,597,145 to \$354,254,995.

During the same period Assets also increased nearly 100%.



*The Friendly*

**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over \$345,000,000 Insurance in Force

## U. S. Suffers from Too Much Money, Parkinson Charges

Thomas I. Parkinson, president of Equitable Society, in addressing a meeting of the National Industrial Conference Board at New York, declared that this country is suffering from too much money. He charged that the federal reserve policy of loading banks with government bonds is the fundamental cause of rising prices with the resultant labor unrest.

This policy, he went on, has caused debasement of currency which is commonly known as "inflation."

Bank deposits and money in circulation now total \$175 billion compared to \$55 billion in 1929. The big factor in this increase is the federal reserve policy of encouraging banks to load up on government securities.

The Federal Reserve Board, Mr. Parkinson charged, is little more than a tool of the Treasury and he characterized its desire for easy money as "insane and fanatical."

To secure financial salvation, Mr. Parkinson advocated a balanced federal

budget with no deficit spending, an annual reduction in the government debt, a federal reserve policy ending creation of funds through banks purchase of government bonds and the Treasury providing a long term 3% bond attractive to individual buyers as well as to savings and life insurance institutions.

### Mortgage Money on Tap

Life companies now have more than \$4 billion invested in mortgages covering homes and housing for American families, an all-time peak for such financing aid. The companies are now prepared for a still greater role in post-war housing. At least \$1 billion will be available for new mortgages each year in the early post-war years.

There are now seven times as many people who own life insurance policies in the United States as there were in 1900. One-half the population now own policies, while only one-eighth owned them then.

Diseases of the heart and arteries constitute the No. 1 killer among life insurance policyholders today, accounting for nearly one-third of all policyholder deaths annually. The Life Insurance Medical Research Fund plans to make \$3,500,000 available over the next six years to get at the causes and cures of these diseases.

Farmers in 1945 set a new peak in the purchase of life insurance. Countrywide, they bought nearly twice as much as in pre-war 1941.

The proportion of people keeping their life insurance policies in full force, in spite of financial emergencies, is today at an all-time high. Approximately 98% of all ordinary policies in force at the start of the year 1945 became payable under the policy terms during the year or remained in force throughout the year.

Accidents are more costly in human lives than war. Total combat deaths in the second war were about 265,000 and about 650,000 were wounded; while during the same period accidents on the home front killed 355,000 persons and injured 36 million, of whom 1,250,000 suffered some permanent disability.

### Supreme Court to Hear Arguments in S. C. Tax Case

WASHINGTON—The supreme court Monday announced its noting of "probable jurisdiction" in No. 707, Prudential vs. South Carolina Commissioner Benjamin, which involves the question of the constitutionality of the South Carolina premium tax on foreign companies. Justice Rutledge took no part in arriving at this decision, which indicates that arguments will be heard in the case in course of time.

In No. 69, Johnson vs. John Hancock, the court denied petition for rehearing.

### UOPWA Seeks New Terms from Metropolitan Life

Notifying Metropolitan Life "of our election not to extend our present agreements," the United Office & Professional Workers of America, CIO, called for a conference "for the purpose of changes and amendments," in a letter to Vice-president Charles G. Taylor of Metropolitan. UOPWA contracts with Metropolitan cover more than 11,000 industrial agents in 11 states and British Columbia.

#### To Decide on Demands

Union proposals for negotiations will be formulated at a national insurance collective bargaining conference at the convention of the UOPWA at Cleveland Feb. 18. The conference will also formulate proposals for coming negotiations with Prudential affecting 14,000 agents.

## Postpone New York Life 100-Year Rally

New York Life has postponed formal observance of its centennial because of continued shortage of hotel accommodations in New York and difficulty in obtaining rail transportation. The meeting was to have been this spring, but has been delayed a year.

It was noted that the postponement provides an opportunity to develop a program under which veterans would have an opportunity to qualify for the meeting. More than 600 of the agents served in the armed forces.

The Top Club, \$200,000 Club and \$100,000 Club will hold their meetings as originally planned, these meetings held outside of New York city where the hotel situation is not so critical.

### Gessing Succeeds Scanlon in Missouri and Kansas

William J. Gessing, Jr., has been appointed resident manager of THE NATIONAL UNDERWRITER with headquarters at 605 Columbia Bank building, Kansas City, Mo., telephone Victor 9157. Mr. Gessing will supervise the business activities of THE NATIONAL UNDERWRITER in Missouri and Kansas, succeeding in that capacity William A. Scanlon, who was recently made vice-president of THE NATIONAL UNDERWRITER at Boston.

Mr. Gessing is a graduate of Xavier University in Cincinnati and spent a year with the army, stationed at Camp Phillips in Kansas. Upon returning to civilian life Mr. Gessing joined THE NATIONAL UNDERWRITER at its Cincinnati office, where for two years he familiarized himself with the operations of the company in its various departments. In this way he has acquired an understanding of the publications of THE NATIONAL UNDERWRITER and is, as a consequence, well qualified for the position he has assumed.



W. J. Gessing, Jr.

### Sun Life of Can. Managers Confer at Home Office

Managers of Sun Life of Canada from the Dominion and the United States met at the head office last week in their annual conference with the company's executives.

They discussed field problems, recruiting and training, refresher courses for returning veterans, how to increase new business production, and other current topics.

### No National Associates Ranking

Agents listed in last week's issue as the top 10 in Mutual Benefit Life's National Associates group were incorrectly so designated. It was inferred from the company's announcement that the 48 agents in the group were in order of standing, whereas actually they were listed alphabetically according to cities.

No ranking of National Associates is possible, since they may qualify by being among the top 25 on the honor roll, by paying for \$500,000 or more in a year or by earning \$9,000 or more in first year commissions. As stated in the issue of Jan. 18, Sidney Weil of Cincinnati led all Mutual Benefit agents for the year, which automatically makes him president of the National Associates.

Samuel Morris, general agent for Union Central Life in Springfield, Ill., has opened new quarters in rooms 811-12 Myers building, 101 East Fifth street.

## Blasts Latest Pension Ruling

Milton Elrod, Jr., Indianapolis attorney, who is active in pension work, has made public a letter that he has addressed to the pension trust division of the internal revenue department asking for reconsideration of PS No. 55 which was reported in THE NATIONAL UNDERWRITER for Jan. 18.

Mr. Elrod states that if this ruling is allowed to stand, only a few employers with profit-sharing plans now in effect will ever obtain a deduction for the taxable year in which their plan was first created and installed, and with respect to which the first contribution was made by them. That is so because inevitably the first contribution will have been made after the close of the taxable year in which the plan was inaugurated and the trust created or executed, since the profit on which the contribution is based cannot be determined until the close of the year.

Mr. Elrod contends that the ruling is in contradiction to the special provision in section 23(p)(1)(E) of the income tax law under which taxpayers on the accrual basis may deduct payments made with respect to a taxable year so long as actual payment is made within 60 days after the close of such year, insofar as contributions to pension and profit sharing plans are concerned. Regardless of that law, PS No. 55, according to Mr. Elrod, holds that no valid payment was made until actual payment was made.

The adoption by a board of directors and execution by the officers of a profit sharing trust agreement on behalf of a corporate employer constitutes a contractual agreement with eligible employees and such a contract is clearly a basis for the existence of a valid trust, he declared. Even a token payment is not a requisite to a trust founded on contract.

Many employers executed trusts and made payments thereto after the close of the year, believing themselves to be in full compliance with the law and, in fact, complying with any plain and practical construction of the law. Their plans are bona fide. To disallow the deduction on these plans because of a requirement developed at this late date and not at all obvious under the law, he said, is more than inequitable. It is, he charged, an arbitrary penalty on employers who sought to install the type of plan the law was intended to encourage. PS No. 55 he contends, should not be applied even prospectively but to apply the ruling to completed transactions where the employer cannot now take remedial action only serves to compound its already apparent inequities.

Frank S. Mack has been appointed general agent for Bankers Life of Nebraska at Detroit. He has been in the business since 1919 and with Bankers Life since 1944.

## ASSISTANT MANAGER

An old line company is looking for a man to assist the manager of a fast growing branch. This man must have an above the average record in sales and supervision that will stand close inspection. A branch manager's position is assured when he proves he can handle it. Salary to \$6,000.

### FERGASON PERSONNEL

Insurance Personnel Exclusively  
166 W. Jackson Boulevard, Chicago 4, Illinois



**★ Y E S — THERE'LL SOON BE A NEW INCOME TAX SLIDE RULE — THAT INTERESTING SALES OPENER WHICH SLICES A DOLLAR BILL IN TWO BEFORE THE EYES OF THE PROSPECT.**

THE NEW RULE conforming to recent tax changes will be available soon. It opens the way to "if dollars are fewer, we must teach them to have more 'sense.'"

WE ARE SORRY we could not ship as promised the new files for "Management Plans." The binders are O.K. but we are still waiting on the tab guides. But we hope to ship about the middle of February.

WE ARE PUTTING a lot of money into the new system because we believe it will greatly increase the effective use of "Management Plans."

THE NEW COMMUNITY PROPERTY SECTION NOW MAILING IN "ADVANCED UNDERWRITING" MERITS SPECIAL MENTION. AS FAR AS WE KNOW, THIS IS THE FIRST COMPLETE TREATMENT OF COMMUNITY PROPERTY TO APPEAR IN ANY SERVICE.



PAUL SPEICHER  
Managing Editor

**THE INSURANCE RESEARCH & REVIEW SERVICE INDIANAPOLIS**

## Accidents Replace Disease as Prime Killer of Youth

Accidents have replaced any single infectious disease as the prime killer of children and youth after infancy. They take a yearly toll of almost 20,000 boys and girls under 20 years of age. This fact is revealed in a study, "Childhood Mortality from Accidents," by the Children's Bureau, U. S. Department of Labor. The study is the first to be made in which death rates for accidents are analyzed by age, sex, race, and by type of accident.

"Accidents are now the most frequent cause of death in childhood because doctors have been successful in cutting the toll formerly taken by disease though accidental deaths have declined little in the same period," Dr. George Wolff, who made the study, commented.

Death rates for accidents are highest during the first year of life, lower in the preschool and lowest in the elementary school age. They rise again in adolescence when young people go out to work. Although the death rate from accidents is higher for infants than for any other age group, infant death through accident is overshadowed by the much higher toll taken by premature birth and disease. Among children between one and four, accidents become one of the leading causes of death. In older age groups, with one exception—nonwhite adolescent girls—accidents are the chief cause of death. Smothering is the main cause of accidental death in infancy. By far the most important cause of accidental death in older children is automobile accidents. Drowning, burns, injuries by firearms, and injuries by fall follow in that order.

### Two to One Ratio Found

On the average, for every girl under 20 killed in an accident, two boys are killed. However, this two to one ratio is not constant for all age groups. In infancy and during the preschool-years, the accidental death rates for boys are only a little above those for girls, but in the white population between 10 and 19, more than three times as many boys are killed as girls. In the nonwhite population of the same ages, the ratio of boys killed to girls killed is over four to one. The population included in the nonwhite classification is predominantly Negro.

The ratio between the sexes also varies with the type of accident. More boys are killed than girls by automobile accidents, drowning, firearms, injury by fall, smothering in infancy and agricultural accidents. The only type of accident in which girls figure more frequently is accidental burns.

## Whitesell Mutual Benefit Treasurer

William M. Whitesell has been elected treasurer of Mutual Benefit Life. He has been assistant treasurer since 1929 and has been with Mutual Benefit 41 years.

## Travelers Reproduces 60,000 Veterans Discharge Papers

More than 11,000 recently discharged veterans have been rendered an unusual service by Travelers.

Since the war ended, the home office has made free of charge, close to 60,000 photostatic reproductions of veterans' discharge papers.

It started when the local service center suggested to a veteran that Travelers might be able to duplicate his papers, according to James F. Pilkington, assistant secretary of the department of office supervision. From then on, veterans passed the word along.

## Ask Continuances in Ohio

COLUMBUS—Motions asking for a continuance have been filed in the courts at Columbus by Prudential, Phoenix Mutual, Pacific Mutual, Massachusetts Mutual and Connecticut General Life, which had sued the state to enjoin payment of their discriminatory premium tax on the ground that the law is unconstitutional. The plaintiffs ask that the hearings be delayed until the U. S. Supreme Court passes on the tax question in the Prudential South Carolina case. The premium tax paid was allocated to a special fund and not placed in the general fund

of the state.

Mutual Trust Life of Chicago has brought a suit against Don H. Ebright as state treasurer and also as an individual, and against the state of Ohio to collect \$11,507 in interest on its 1944 premium tax that was paid under protest. This is the first suit in Ohio on the part of a foreign insurer to recover premium taxes that have not been placed in a segregated fund. Mutual Trust argues that the premium tax is intended only as a means of raising revenue to defray the expenses of the insurance department and that these expenses in 1944 amounted to only \$136,204 whereas

the premium tax collections in that year totaled some \$8 million. The suit was brought in common pleas court of Franklin county.

Some companies paid under protest and got an injunction restraining the turning over of the tax to the general fund; others declined to pay and got an injunction restraining the commissioner from suspending their license, and now there is the third type of action where under the tax was paid under protest and no injunction sought but an action to recover is instituted before the statute of limitations runs out.

An Old Line **MUTUAL**  
Legal Reserve Life  
Insurance Company

**NOW!**

Completely Owned  
by the holders of its  
604,630 policies  
and certificates

# GENERAL AMERICAN LIFE INSURANCE COMPANY OF ST. LOUIS

In June 1936, the General American Life Insurance Company set mutualization—the transfer of ownership from stockholders to policyholders—as its goal. . . . On January 15, 1946,—less than 10 years later—the complete ownership of the Company by its policyholders became an accomplished fact. This wholesome transition was made possible by devoting three million four hundred and ninety-four thousand dollars from earnings for the retirement of stock,—dollars which otherwise would have been available for dividends to stockholders. . . . From this day on, our policyholders will not only receive the financial protection of their insurance; but they will also be the sole owners of the Company, sole beneficiaries of its assets and earnings, and sole arbiters of its destiny.

Walter W. Head  
PRESIDENT

## FINANCIAL STATEMENT DECEMBER 31, 1945

ASSETS		LIABILITIES	
Cash and Bonds.....	\$ 72,799,542.60	Policy Reserves.....	\$132,727,433.47
First Mortgage Loans on Real Estate..	43,925,575.79	Reserves for Policyholders' Dividends	2,374,254.07
Home Office Building.....	830,000.00	Other Liabilities and Reserves.....	2,534,180.82
Other Real Estate and Sales Contracts	6,134,551.30	Total.....	\$137,635,868.36
Stocks.....	797,014.00	Contingency Reserve.....	7,530,748.51
Interest and Rents Due and Accrued..	845,074.28	Under Purchase Agreement.....	\$5,333,627.04
Other Assets, Principally Net Premiums in Course of Collection.....	1,881,371.23	For Group Insurance.....	1,080,969.00
(1) Balance of Initial Policy Liens.....	2,561,125.00	For Stock Retirement..	570,799.14
Loans to Policyholders.....	17,392,362.67	Other.....	545,353.33
(2) Total Assets.....	\$147,166,616.87	Capital Stock and Guaranty Fund....	500,000.00
		Surplus.....	1,500,000.00
		Total Liabilities.....	\$147,166,616.87

(1) Does not include liens totaling \$659,109.00 which have been discharged by payments in cash or credit by policyholders nor \$73,236.56 liens on dividends on deposit, both of which items will share in future lien reductions.

(2) Includes assets in "Old Company Account" established under Purchase Agreement dated September 7, 1933, on file with the Superintendent of Insurance Department of the State of Missouri.

Note: The Company in December, 1945, subscribed for \$3,000,000 of United States Government Bonds to be settled for in 1946, which bonds were taken up by banks and are being held by them for the account of the Company.



**You Can Plan Today For  
Your Production and  
Home of Tomorrow**

through a

## **RENEWAL COMMISSION LOAN**

*Money for...*

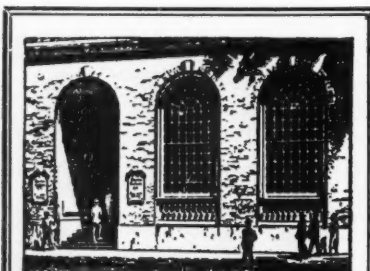
- PRODUCTION
- WORKING CAPITAL
- CUSTOMERS' NOTES  
AND ACCOUNTS
- POSTWAR  
OPPORTUNITIES
- EXPANSION
- HOMES, ETC.

**OUR BUSINESS** is loaning you money in substantial amounts ... the one source in the U.S. that specializes and really understands your needs.

A renewal loan of \$4,500 costs you only 11 cents per day per thousand dollars.

*A unique plan developed by us in cooperation with the Northwestern National Bank of Minneapolis.*

**LIFE  
UNDERWRITERS  
CREDIT CORPORATION**  
MINNEAPOLIS 2, MINNESOTA



**The Boston Mutual Life Insurance Co.**  
Fifty-fourth Year of Service to  
the People of New England.

## **Detroit A. & H. Leader Looses Blast at Blue Cross**

A blast at Michigan Hospital Service, in its current controversy with a number of Michigan hospitals, is loosed by George A. Le Blanc in the form of a letter to Robert E. Geoghegan, superintendent of Highland Park General Hospital and chairman of the Greater Detroit Hospital committee. Mr. Le Blanc is vice-president of American Hospital-Medical Benefit and chairman of the hospital insurance committee of the Detroit Accident & Health Association.

His letter is in the form of an answer to the half-page advertisements published in Detroit newspapers by Michigan Hospital Service.

In contradiction to the statement of the Blue Cross that the hospitals are withdrawing because of a disagreement over payments, Mr. Le Blanc charged that they are doing so because they realize that they are guilty of discrimination against cash paying patients who pay the published rates. Blue Cross assured, he said, are served at a lower rate and on a different basis. Mr. Le Blanc took issue with the statement that Michigan Hospital Service is owned by the participating institutions. M.H.S., he declared, is a separate and distinct corporation, acting as agent for the hospitals. The amount paid for hospital care is determined entirely by M.H.S. in spite of the fact that several directors are hospital men, he declared.

### **Denies Blue Cross Claims**

He charged that the only purpose of the contract between M.H.S. and the hospitals is to compel the latter to take a loss. He charges it is a misstatement on the part of M.H.S. to claim that the Blue Cross has met in full either the actual cost or the regular charges of the hospitals to the general public. What the hospitals want, he contends, is their full established rate for services they render. Also, he declared, the hospitals want the service plan to cease demanding statements of operating costs and they resent the M.H.S. audits. They resent the interference despite the fact that M.H.S. claims that the insurance department instructed it to conduct audits. The hospitals want no further interference even from the insurance department, he charged.

The hospitals, he declared, want to get out of the insurance business and want no more traffic with contracts with M.H.S. or any other insurance institution.

Michigan Hospital Service, he said, advertised that it had increased its payments to hospitals five times within the last 3½ years. However, Mr. Le Blanc declared, every time it did so, it got the hospitals to provide additional services. Mr. Le Blanc expressed the hope that the Blue Cross plan will be reorganized so as to do away with contracts with hospitals and to provide a cash indemnity such as is now being paid by M.H.S. to non-participating hospitals.

Wm. L. Kinney of the firm of Kinney & Googe, general agents of Midland Mutual Life and General Accident at Winston-Salem, N. C., fell from the 15th floor of the Reynolds building, where his office was located. The coroner's verdict states that Mr. Kinney "came to his death as a result of a fall" and that it had not been determined "if the fall was accidental or otherwise." A. L. Googe, his former partner, will carry on the agency.

Robert J. Mehlman has been appointed associate general agent at Fond du Lac, Wis., for Penn Mutual Life by Warren F. Coe, general agent at Oshkosh.

## **Souers Heads Unit in New Foreign Intelligence Setup**

Rear Admiral Sidney W. Souers, who was executive vice-president of General American Life, prior to going into uniform in 1941, has been appointed by President Truman as director of cen-



**SIDNEY W. SOUERS**

tral intelligence. This is one of three divisions of the country's new foreign intelligence system. In the navy Admiral Souers has been deputy chief of naval intelligence.

He is still a director of General American.

Mr. Souers went to St. Louis in 1930, to become financial vice-president of the old Missouri State Life. He remained as a vice-president of General American Life.

## **Holmes with Mass. Mutual at Manchester, N. H.**

Philip B. Holmes, who has been a navy commander, has been appointed general agent by Massachusetts Mutual at Manchester, N. H. He succeeds Kenneth W. Davis, general agent for 14 years, who becomes associate general agent.

Mr. Holmes entered insurance at Hartford in 1925 and in 1928 went with Travelers at Brooklyn. From 1930 to 1941 he was field assistant of Travelers, assistant manager, and manager in New York City.

## **Robert M. Feely Now Director**

Robert M. Feely, eastern agency manager at Newark for North American Life of Chicago, is named a director to take the place left vacant by the death of George W. Payne, California manager.

In addition to Mr. Feely, Harry Kramer, in charge of Ohio, and John Risk, in charge of the northwestern territory with headquarters at Fargo, are members of the board.

## **A. & H. Premiums Up 13%**

Records were again smashed in 1945 by accident and health producers. From data collected by the Health & Accident Underwriters Conference, accident and health premiums written by all companies in 1945 should exceed \$585 million, an increase of 13% over 1944.

Three service men have returned to the John Moynahan office of Metropolitan Life at Berwyn, Ill. They are: Chet Hunter, after duty with the marines on Okinawa and elsewhere; Nate Brown, after duty with the air corps B-29 squadrons on Guam, and John Duffy, after duty with the air corps fighter squadrons based in England.

## **Dressel Counsels Caution on Housing Investment Moves**

CLEVELAND—Although the investment laws should be amended to permit insurers to engage directly in housing development, Superintendent Dressel of Ohio, in addressing the annual meeting of the American Association of University Teachers of Insurance here, voiced the belief that life companies should not enter into the housing or building construction business on a large scale. The risk, he declared, is too great. The matter should be given careful study before the barriers are let down too far. Such investments seem to be presently remunerative but the question is whether they will continue to pay out.

Mr. Dressel touched briefly on numerous topics and vouchsafed his opinion.

Supervision of the fraternal has not been good, but he commended the fraternal society executives for collaborating with the fraternal committee of the commissioners association in writing a new uniform fraternal code. This is a progressive step and marks a milestone in fraternal insurance, he declared.

As to national health insurance, he said that the question is whether the insurance industry has properly served the public in the past and whether it is properly serving the public now. He said that in the main he would answer in the affirmative but he pointed out that most of the complaints against companies reaching the Ohio department are against accident and health insurers.

To head off socialized medicine, he said efforts are being made to provide prepaid medical care through private sources. He said he wishes them luck but that he had recently licensed a company for this purpose and he said he wonders whether its contract will provide the public with proper service.

### **Premium Tax Problem**

The matter of the validity of premium tax laws is of the utmost importance. He said that a sincere effort was made to remove the discriminatory features of the Ohio law, but without success and now the Ohio department is faced with a series of suits by foreign insurers to have the law declared unconstitutional.

Mr. Dressel declared that the requirements and standards for licensing agents should be maintained at a high level and qualification laws should be strengthened. Many of the complaints that reach the departments are attributable to poor selling on the part of agents. When the importance of insurance is considered, together with the technical and legal language used, and the fact that few people read or understand their contracts thoroughly, cannot be said that educational requirements and qualifications should be relaxed.

## **Penn Mutual Wins in Ga. Tax**

ATLANTA—The claim of Penn Mutual Life that it should not be assessed \$225,000, which the Fulton county assessors claimed was due for back taxes covering a number of years, was sustained in superior court here.

Judge Etheridge directed a verdict in favor of the company, and County Attorney Seats announced he would appeal the case; if necessary, to the United States Supreme Court. The county assessors claimed Penn Mutual does \$1 million loan business in the county annually, but the company contended that this business was not taxable as was all done by mail and not through the local office.

Sell disability with "Seven Good Reasons Why" folder. Get samples from A. & H. Bulletins, 420 E. 4th St., Cincinnati 2, Ohio.

## New York Life Branch Heads Now Called Managers

New York Life branch office heads, formerly known as agency directors, will henceforth have the title of manager. Former agency organizers are now titled assistant managers.

The new titles are expected to eliminate confusion because they more clearly indicate functions performed.

## Oklahoma Tax Collections Estimated \$2,700,000 in 1946

OKLAHOMA CITY—The state's gross premium insurance tax in 1946 will exceed that of 1945 by \$100,000, according to an estimate of Commissioner Read of Oklahoma. He figures the 1946 tax will net the state \$2,700,000, with money paid under protest probably totaling more than \$1 million by the close of the year. During 1944, \$840,000 paid under protest has been impounded in the state treasury pending outcome of court actions now pending that seek to have the tax ruled unconstitutional. This money is to be returned if the law is ruled invalid.

Out-of-state companies have attacked the law on the ground of discrimination because of exemptions allowed companies for the amount of investments they have in Oklahoma. The exemption has been held unconstitutional by an Oklahoma county court, and the case has been appealed.

## All Industry Group to Hold Next Rally in March

After concluding a three day session in New York, the all industry committee decided to hold its next meeting some time in March at a time and place to be decided by the conference subcommittee.

C. C. Fraizer, general council of the Health & Accident Underwriters Conference, served as chairman at the New York meeting.

A subcommittee of five during that period continued its discussions with the commissioners' representatives regarding the differences between the all industry fire and casualty rate bills and those which the commissioners designed. The subcommittee had held similar sessions with the commissioners' group the previous week. It was instructed to continue the discussions.

## CONVENTION DATES

Feb. 5-6, Health & Accident Conference, mid-year, Stevens Hotel, Chicago.

March 4, Pittsburgh Insurance Day, William Penn Hotel, Pittsburgh.

March 13-16, N.A.L.U. midyear, Omaha.

April 30-May 2, U. S. Chamber of Commerce, Claridge Hotel, Atlantic City.

May 9-10, L.O.M.A. spring conference, Hotel Claridge, Atlantic City.

May 5-11, Ins. Federation of Pennsylvania, Bellevue-Stratford, Philadelphia.

May 14-17, Insurance section U. S. Chamber of Commerce, hemisphere conference, New York.

May 15-17, Insurance Accounting & Statistical Assn., Baker Hotel, Dallas.

May 20-22, Health & Accident Underwriters, annual, Netherland Plaza, Cincinnati.

May 24-25, Virginia Assn. of Life Underwriters, Cavalier Hotel, Virginia Beach.

May 27-29, Canadian Life Officers Association, Hotel London, London, Ont.

June 9-13, Insurance Commissioners, Portland, Ore.

June 17-19, Natl. Assn. A. & H. Underwriters, annual, Cosmopolitan Hotel, Denver.

Sept. 4-8, Million Dollar Round Table, French Lick, Ind.

Sept. 9-10, International Claim Assn., Chateau Frontenac, Quebec.

Sept. 9-13, N.A.L.U. annual convention, Cleveland.

Sept. 23-25, L.O.M.A. annual, Hotel Schroeder, Milwaukee.

## Reports on Life of Va. Case

WASHINGTON—Recommendations that Life of Virginia shall cease and desist from discouraging membership in labor organizations or interfering with its employees participating in organized labor activities have been made by Trial Examiner Irving Rogosin in an intermediate report to the national labor relations board in the matter of Life of Virginia and American Federation of Industrial & Ordinary Insurance Agents, Local 22264, AFL.

The examiner also recommends that the insurer offer to Harold M. Reilly reinstatement, and to make good to him certain loss of pay.

On the other hand, the examiner recommended that the complaint, insofar as it alleged Life of Virginia discriminated in regard to the hire and tenure of employment of Frank J. Tokarski, Urvill W. Willson and Marion Nagle Winkler, be dismissed.

Life of Virginia contended it discharged the employee for adequate cause, but denied commission of other unfair practices.

Hearing was held at Detroit last August.

Pfc. Bill D. Read, son of Jess G. Read, Oklahoma commissioner, broke the record in his rush to get home after being discharged from the anti-aircraft artillery, after three years' service. When he reached Kansas City he decided to take a taxicab to drive to Oklahoma City, a distance of 386 miles.

## Trust Council Hears Lawyer

MILWAUKEE—The Milwaukee Life Insurance & Trust Council heard James I. Poole, of the Miller, Mack & Fairchild law firm, discuss "The Use of Life Insurance in Profit Sharing Trusts" at its annual dinner meeting. He discussed practical uses and gave a resume of problems, after which the 40 present participated in a discussion of the topic.

This rounded out the year's program covering the various phases of estate planning which speakers from the life insurance and trust fields covered step by step at the monthly meetings.

All officers of the council were re-elected. New members of the executive committee are Stephen L. Klarer, Northwestern Mutual, and Russell J. Clark, trust officer Marine National Bank.

## N. E. Mutual Wins Tax Case

Payments made under supplemental contracts not involving life contingencies that were selected by the insured constitute interest on indebtedness and are deductible federal income tax items of

life companies under the taxation plan that was followed before the days of the McAndless formula. The U. S. first circuit court of appeals has so held in favor of New England Mutual. The lower court was reversed.

The first circuit rule now corresponds to that of the second circuit, which in an Equitable Society case held it is immaterial whether the election is made by insured or beneficiary; the payments are deductible.

The third circuit, however, in a Penn Mutual case, held that where the assured had made the election, the payments were not deductible on the theory that this election merely changed the form of the contract obligation and was not interest on present indebtedness.

The New England Mutual case arose out of its 1934 income tax.

## Train New Agents

The Philadelphia branch office of Mutual Benefit Health & Accident and United Benefit Life has just concluded a sales training class for 20 new agents, conducted by Lou Staude, assistant manager. All but three of the students are returned veterans. Those from this group who make good records will be sent to one of the two week health and accident courses at Purdue University after they have had some seasoning in the field.



## HERE'S YOUR PROSPECT

Business executive—married—teen-aged boy and girl—basic family needs provided for—would like to retire at 60.

## AND HERE'S HIS POLICY

A Prudential Income Endowment which will pay him a guaranteed monthly income that he can't outlive—for the amount he selects and the age he wants it to begin.

Show him our "Income for Life" proposal form.

**THE PRUDENTIAL**  
A MUTUAL LIFE INSURANCE COMPANY



**INSURANCE COMPANY OF AMERICA**  
HOME OFFICE . . . NEWARK, N. J.

## VA On-the-Job Training Pushed in Insurance

(CONTINUED FROM PAGE 3)

gram is surprisingly simple. First, the employer gets in touch with the Board of Vocational Education, or its equivalent in his state. From this state office, he can obtain an application form and instructions on how to set up an on-the-job training program.

After he has received the application form, and begins drawing up a training program, the employer must decide over how long a period he wants the training of his veteran-employee to extend with benefits from the V.A. The administration advises a training period of from six months to two years, but will allow for exceptional cases outside these limits.

### Employer Sets Salary

The employer sets the objective salary which the employee may be expected to receive upon completion of training. Neither minimum or maximum limitations are set upon the salary, but in case of an extreme in either direction, the V.A. could be expected to ask some questions before approving the plan. Likewise, the actual salary which the employer certifies he will pay the veteran at the start of and during his training must be a fair one.

The application for approval also calls upon the employer to break up the

training period into sections with salary advancement after the satisfactory completion of each section. Emphasis in any course is upon practical rather than academic training.

When the employer has filled out the form and outlined his program, he sends the application to the vocational education board in the state where his office is located for approval. If the state approves the plan, it is sent to the local branch of the Veterans Administration for final approval. There are representatives in both the V.A. branches and the state educational departments whose job it is to assist employers in arranging on-the-job training programs. They will answer any questions.

### Vet Must Be Certified

Before the individual program can be finally approved, the veteran must be certified. He accomplishes this by filing Form 1950 with the Veterans Administration together with a certified copy of his discharge papers. Veterans can get assistance in this matter by applying at the contact division of their local V.A. office.

After on-the-job training is certified, the employer is required to fill out a monthly wage certificate which the V.A. will send him. In this way, the administration is given a check upon the progress of the veteran and any changes in the differential between the actual salary and the objective salary.

One obstacle to wide adoption of on-the-job training program by the insurance industry is the refusal up to this time of the Veterans Administration to pay benefits in the case where a veteran-

employee is working on commission with nothing guaranteed monthly. The V.A., however, has no objection to a system whereby the trainee is given a drawing account which enables him to receive advances on future commissions, so that he is guaranteed an adequate stipend each month.

## Agents in National A. & H. Association Voice Desires

(CONTINUED FROM PAGE 2)

aging director and acting executive secretary.

A series of constitutional amendments embodying the new financial setup recommended by the executive board was adopted. Dues of individual members are advanced from \$2 to \$3 and company members \$10 to \$50. It was pointed out the companies will not be subjected to solicitations for advertisements in convention programs. A new class of sustaining members also was established. The plan is to get 100 men who will agree to pay \$50 a year in this class. They can withdraw at any time. The executive board also decided to continue for the present the voluntary subscription plan under which \$11,000 in cash was raised and five-year subscriptions for a like amount were secured by the planning committee, headed by "Count" Mueller.

### Drive Against W-M-D Bill

Plans for a synchronized campaign all over the country to present the undesirable features of the Wagner-Murray-Dingell bill from the standpoint of the average taxpayer were launched. The executive board designated Christopher F. Lee, Columbian National Life, Boston, as chairman of a committee which will prepare a simple, non-technical statement along that line which can be used as a speech to be given before service clubs, women's organizations, labor unions and business groups.

Mr. Lee will confer with the Insurance Economics Society to secure data on the economic side and with the American Medical Association as to the effect on the medical profession. All local associations will be asked to take the matter up at the same time, probably at their March meetings, and arrange for members to carry the message on to the various groups indicated in their own communities.

A resolution, strongly worded but dignified in its tone, in opposition to the W-M-D bill, was adopted by the national council and is to be sent to members of Congress, newspapers and others.

Minneapolis extended an invitation for the 1947 annual meeting. There was some talk of Florida for the meeting next winter and Boston the following summer.

## Aetna Chicago Agency Holds Its Congress

(CONTINUED FROM PAGE 4)

ing most of the information, and even the helpful inspection, needed for a later life insurance interview.

"How many times have you been guilty of selling a man just an accident policy," he said, "instead of estate control? Don't sell a man \$25 a week indemnity when he needs \$75 to \$100. In selling accident insurance you appeal to the natural selfish nature of a man."

He makes constant use of personal injury pictures and stories from newspapers, and also photostats of claim drafts which he has delivered. He urged

the use of a well-prepared accident sales talk.

Selling accident insurance has many benefits, he said, but the agent must start from the beginning if he wants to do a complete job for the prospect. If an agent should produce \$100 a month of new accident premiums over a period of five years he would be deriving \$1,180 of income from the business by that time, and this volume of production represents a very little effort, after all.

### Sax Tells His Methods

Ben H. Sax, who finished 38th countrywide last year in Aetna and led the Edwards agency in accident volume and was second countrywide, told methods by which in Aetna's October accident drive he closed 68 cases for \$2,230 premiums in only three weeks. He delivered all but a single policy with \$19.50 premium.

He presented his sales talk which is built around an Aetna Life folder. In this presentation he always urges on a married man the need for accident cover on his wife and children as well.

Three other sales talks were given. E. L. Hageman, first year man gave a social security approach using a company blank for calculating benefits. R. T. Johnson, past president Aetna Casualty Club at Chicago and Regionnaire 1943-1944, carried on with a sales talk based on supplementing social security. J. B. Mueller told his endless chain method and gave some arguments for a retirement plan to conserve the principal of an estate. He said a man never will go broke under a retirement income plan, but probate court records show the average probated estate is less than \$10,000.

### Teas Gives Practical Talk

A splendid, practical talk on estate control was given by Dwight Teas of Wisconsin Rapids, who led the Milwaukee agency several times and has addressed a number of Aetna Life regional conventions.

"Many agents are not able to generate emotions," he said, "and yet that is what sells life insurance. The Aetna estate control plan creates emotion in the man as he sees the problems presented to his family in case of his death. You can, through this method, anticipate or beat nearly every objection that the prospect will make, and you have gained a definite psychological advantage through slipping around on his side of the desk and helping him to be his own executor. This fact serves to rescue many an otherwise hopeless case."

Aetna Life's estate control method employs a "personal demonstrator" blank which is attractive to the prospect. It is important, Mr. Teas said, to ask the man if at his death there would be any source of income for his family other than from his estate. Otherwise there may prove to be an undisclosed income of the widow's which would be ample for her support and would ruin the sale.

### Tells Simple Expedient

It is difficult in many cases to cause a man to divulge the amount of his income. A good way to approximate it, however, is to ask him to lump all his taxes—a subject in which he is naturally interested and much concerned—and which he usually will tell. From this sum can be estimated the income. This is true of larger incomes; persons with smaller incomes rarely object to telling the amount.

"It is very important to stick to minimums," he said. "The entire effectiveness of the plan depends upon reducing the man and his family to an income figure below which he will not go." Aetna's estate control plan is based upon an information interview with a special blank for setting down income from various sources, for the family if he dies, for him if he lives, and then proving how inadequate are his present arrangements.

William F. Becker and C. P. Kennedy of the group department in Chicago gave a group insurance presentation.

## \$10 PER MONTH INCOME DISABILITY

DO YOUR PROSPECTS still ask for Income Disability with Life Insurance?

Ours do. And we still write it!

Occidental Income Disability protects men to age 55, and women to age 50. Provides monthly disability income of \$10 per \$1000 to age 60, \$5 per month thereafter.

Issued on term plans, too.

Occidental Life Insurance Company  
of California

V. H. JENKINS, VICE PRESIDENT

"We pay lifetime renewals—they last as long as you do"



Another speaker was A. D. Stein, sales promotion manager at Chicago, who told of the Aetna's pension plan and service allowance of 2% commission which latter was announced earlier this year.

#### Coolidge Winds Up Congress

Vice-president Coolidge in a closing talk at the congress, was thoroughly optimistic over the future of the life insurance business. He pointed out that salaries and prices are up and the income tax is down, all of which make for increased sales. Mr. Coolidge recommended an approach based on "wage increases for the widows," as income arranged for them based on levels of the past will be insufficient for support in future.

He also urged selling the proposition of wage increases for old men, and finally, also for the agents themselves. Mr. Coolidge emphasized that the agent who used to sell \$150,000 on the average now must sell at least \$200,000 to live on the same scale, for that is the comparison between costs of 1933 and 1946.

General Agent Edwards in his banquet talk reported his agency consistently held first place countrywide from March, 1945. The average volume last year per policy was \$5,845 compared to \$4,754 in 1944.

#### Agency's Averages for Year

Interesting figures on the agency's accomplishments were given by Rudolph LeBoy. The average premium per policy in 1944 was \$130.62, but in 1945 it was \$226.63; the average premium per \$1,000 of insurance was \$34.82 and \$41.29, respectively. The company's average premium per policy last year was \$169.18 and its average premium per \$1,000 of insurance was \$41.86. The agency's average policy last year was \$5,862 as compared with the company average of \$4,621.

### Guertin Wins Prize of Insurance Teachers Group

(CONTINUED FROM PAGE 1)

opinion, no outstanding piece of insurance literature has appeared, or, not oftener than once every three years, to make the award for insurance writing published previous to that year. The latter option was exercised in the case of Mr. Guertin. He received the award, not for any one specific book or article, but for his cumulative work in drawing up and explaining new life insurance tables of mortality, and related matters. Although officially known as the commissioners' ordinary standard and commissioners' industrial standard mortality tables, Mr. Guertin has been so closely identified with this work that the laws adopted in most states making these tables mandatory and setting up new uniform reserve standards after 1948 are commonly called the "Guertin laws."

#### Mr. Guertin's Career

Born in 1900 at Hartford, Mr. Guertin graduated from Trinity college in 1922 and entered the actuarial department of Connecticut Mutual Life there. In 1929 he became actuary of the New Jersey department, where he won recognition as chairman of a succession of committees of the National Association of Insurance Commissioners on the subject of mortality tables, non-forfeiture benefits and related matters. He joined the American Life Convention in 1945. He is a fellow of the Actuarial Society of America and the American Institute of Actuaries, a member of the board of governors of the latter organization and an associate of the Casualty Actuarial Society.

The award was a complete surprise to Mr. Guertin, who earlier that day had delivered a scholarly discussion of non-forfeiture and valuation legislation based

upon his work and who thought his presence at the speakers' table during the dinner was solely on that account. In presenting the award, President Dickinson pointed out that Elizur Wright, the first commissioner of insurance of Massachusetts—1858 to 1865—is often called the "father of legal reserve life insurance" and hence it was very fitting that Mr. Guertin should receive an award named in his memory. The award, made possible by an anonymous donation, was first given last year, the first recipient being M. E. Davis, Metropolitan Life, for his book "Industrial Life Insurance" published in 1944.

#### Two Major Sessions

The one-day meeting was aptly divided into a morning session on life insurance and an afternoon meeting on property and casualty insurance, with important topics of the day discussed in two papers at each session. The meeting room was comfortably filled in the morning, with President Dickinson in the chair, when Mr. Guertin discussed his topic, followed by a discussion led by H. H. Jackson, Montpelier, vice-president and actuary, National Life of Vermont. Clyde Cover, Fort Wayne, assistant general counsel, Lincoln National Life, discussed state life insurance legislation following pub-

lic law 15. Irvin Bendiner, Philadelphia, New York Life, discussed this paper.

The overflow crowd in the afternoon amazed everyone with Prof. S. S. Huebner, University of Pennsylvania, first president of the association, presiding. J. A. Diemand, Philadelphia, president North America group, discussed developments in comprehensive property and casualty insurance, followed by E. C. Stone, Boston, U. S. manager Employers Liability, who spoke on property and casualty regulations resulting from public law 15. Prof. R. H. Blanchard, Columbia University, also a past president of the association, led the discussion on both papers. Superintendent Dressel of Ohio was the dinner speaker.

#### Business Meeting

At a brief business meeting following the afternoon adjournment, the election of officers was certified and the members approved a number of measures which the executive committee had had to take because of the impossibility of holding meetings during the past few years. The future of the Elizur Wright prize was discussed in some detail and President Dickinson was made chairman of the committee to pass on this award for the next three years, with the officers and other members of the

executive committee as the balance of this committee. The anonymous donation which made the prize possible was guaranteed for five years. Although Prof. Dickinson expressed a wish that the awarding should rotate among different judges, the members felt that his personal work in securing the award made it advisable that he be close to it until it is firmly established.

There were two projects close to President Dickinson's heart, the Elizur Wright prize and the establishment of a quarterly journal as a vehicle for scholarly articles on insurance. There was considerable discussion of the latter idea, the matter finally being left to the executive committee for a report at next year's meeting. Dr. C. A. Kline, University of Pennsylvania, secretary-treasurer, reported that the sale of the "Proceedings" of the association has increased materially and the idea was expressed that the best approach to a journal might be to expand the "Proceedings" into one other publication during the year, with further expansion if the results are favorable. The question of annual dues was also referred to the executive committee. Prof. Huebner pointed out that all signs indicate a great increase in insurance teaching in colleges in the im-

(CONTINUED ON LAST PAGE)

✓ check these  
**LOW  
INSURANCE  
RATES**  
you'll find you really can  
afford to carry \$10,000  
of life insurance

Age	Rate
20	\$ 87
25	101
30	115
35	132
40	158
45	194
50	248

Here is a long-term policy that protects you for the expectancy of life based on your age, according to the American Experience Table of Mortality. It has cash and loan values. Rates quoted apply to standard risks.

At just \$5, a \$10,000 policy costs you only \$13.20 per month and will, should you die during the expectancy period, pay your beneficiary \$10,000 or a monthly income for life. This low cost policy cannot be issued in amounts less than \$2,500. Write today for full details.

**THE LINCOLN NATIONAL LIFE INSURANCE COMPANY**  
FORT WAYNE, INDIANA

Now Take Our And Three Quarters Billion Dollars Of Insurance In Force

✓ **MAIL THIS COUPON TODAY**

Mailing this coupon involves no obligation. So get some—need for full information about this low-cost policy.


Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Not magic, just a hard-hitting sales message that gets people to mail the coupon. During 1946, LNL "Rate Ads" will appear often in Life, Saturday Evening Post, and Newsweek. In 1946, as in 1945, LNL agents will find that "Rate Ad" leads produce extra sales—extra commissions.

More Than  
1½ Billion  
Dollars of  
Insurance in  
Force.

Note: See the new full-page Lincoln Life ad appearing in the February 9th issue of the Saturday Evening Post.

Its Name Indicates Its Character



**THE LINCOLN NATIONAL  
LIFE INSURANCE CO.**  
FORT WAYNE, INDIANA

## EDITORIAL COMMENT

### N.A.L.U. Membership Gain Significant

The membership increase of the National Association of Life Underwriters, 5,266 to reach an all-time peak of 40,294, is significant of something more than a continuing and aggressive drive for new members. It reflects a growing appreciation of what the organization is doing for its members. The N.A.L.U. program is closely geared to the needs of the "street agent," the man who writes the business. It is doing an increasingly valuable job in this respect.

Also heightening the association's value to members and prospective members is the closer cooperation between N.A.L.U. and other organizations in the

life insurance business. The N.A.L.U. has come to be recognized as the organization qualified to speak for the agents. There is cooperation with companies on such matters as agency practices, agent education and training, agents' compensation, veterans' affairs and in bond drives.

The fact that the membership increase has come from the entire country confirms the clear conclusion that a major factor in the increase is the general recognition of the work the National association is doing. The new membership figure is not only an accomplishment in itself but a vindication of progressive and far-sighted policies.

### Coffee Drinking in Groups

There is a very pleasant custom observed chiefly in the south where business men gather at a certain hour in the morning at a club or restaurant or hotel and drink coffee together. In the smaller places there is a mixed audience. They are not all insurance men. However, insurance men may assemble in smaller groups. In the large cities especially where there are a number of insurance offices in the same building or same locality it is usually planned to have insurance men exclusively in the coffee drinking circle. This custom is intended to bring men more closely together, enables them to have a little respite after the early morning activities have lessened. It enables them to confer with their fellows on subjects of interest that may come up during the day.

There is something distinctly and ex-

clusively refreshing in this coffee drinking custom. There is a comradeship that is formed. The aroma of the coffee seems to bring fragrance and a refreshing experience.

Men get a certain reaction when they sit about a table drinking cocktails. Probably that causes intimacy and confidential relationship that coffee does not. However, coffee drinking clears the mind and seems to bring to those indulging in it some of the glamor, the warmth and the aroma of the tropics where the coffee tree grows.

We need more and more actual and friendly association in the insurance business. It is a cooperative enterprise in whatever way you look at it. The men engaged in the business should feel the cooperative spirit. A couple of cups of coffee have the effect of renewing and reinvigorating this comradeship.

### Leadership Responsibility

We look for leadership in insurance today especially to those companies that are doing things, are on their toes and are accomplishing results, are going forward with great strides, have modernized their merchandise and have the financial ballast and momentum to carry them along without difficulty. We are wondering if the officials of such companies realize their responsibility in this connection. They stand out, they are out in front. They have the influence. What they say and do amounts to something. Therefore such companies should not hesitate at all to champion causes that are right and just. They should take the lead when other companies probably hold back.

We need leaders. There is much to

do today to put insurance in the proper light before the public. Sometimes a very successful company seems to throw aside the opportunity to be a leader. Any successfully operated company that is attracting attention can establish standards for itself, recognize trends in the business and do much in clearing out the deadwood and making paths for others to tread. In this way a company not only meets its own obligations to its policyholders and stockholders if it has such, but it can blaze the way for others less fortunate to tread. A company of this character creates in the public mind a friendship for insurance. There never was a time when leadership was so essential. Where an official has the capacity for leader-

ship, has the courage of his convictions, has the ability to peer into the

future, the responsibility should not be set aside.

### Opportunity at Hand for Young Men

There is much to be gained by young men entering the insurance business in studying and thinking about the position they occupy. They should learn everything possible about it, its demands, its necessities, its possibilities. Every step taken in a process should be studied and the question should be answered why such is the case. Then the young man should extend his observations. He should observe those about him and learn something of what they are doing. He should have at all

times the best interest of his employer at heart. If he has a suggestion of value it should be modestly made to his superior. He should not be afraid to ask questions if he does not understand the application. He should be on the alert looking for additional duties to perform. Instead of trying to get rid of work, he should try to do more.

There is a great opportunity for young men at this particular time in the insurance business.

## PERSONAL SIDE OF THE BUSINESS

**Nathan P. Himmel**, Buffalo life insurance man, was honored at a dinner of the Wilmont Town & Country Club for long service to that organization. He served three years as its president. Mr. Himmel was presented a scroll and life membership.

**M. W. Hobart**, secretary of Ministers Life & Casualty Union, has been elected president of the Minnesota Council of Religious Education.

**E. A. Roberts**, president of Fidelity Mutual, has been named chairman of the advisory committee for Pennsylvania furthering the purchase of U. S. savings bonds. Mr. Roberts was chairman for Pennsylvania during the third war loan.

**Alden C. Brett**, president of Arrow Mutual Liability, has been elected a director of Boston Mutual Life.

**Scott Taggart**, superintendent of agents of Pacific National Life, is being given leave of absence to accept appointment as president of the Swiss mission of the Church of Jesus Christ of Latter Day Saints, with mission headquarters at Basel. He will leave in March with his wife and two daughters.

**Carl R. Marcusen**, president of Pacific National Life, mourns the death of his son Byron, age 39, who was manager of the J. C. Penney Co. at Lander, Wyo.

**C. M. Williams**, executive vice-president of Western & Southern Life, has been appointed general chairman of the Sister Kenny foundation for infantile paralysis for the Cincinnati and Hamilton county district.

**E. O. Burget**, president of Peoples Life of Frankfort, Ind., has gone to Miami for a rest. He underwent an operation recently at Rochester, Minn., and he has not yet recovered his full strength. During the past few years Mr. Burget has had a series of bouts with the medical profession. He was first injured when he was struck by a hit and run driver. After recovering from that he fell and suffered a broken hip that was a long time healing.

A memorial program for the late **John R. Hardin**, president of Mutual Benefit Life, was arranged by the Essex County Bar Association. A resolution in tribute to Mr. Hardin that will be inserted in the minutes of the court as a perpetual record, described Mr. Hardin as one of the "Foremost citizens of New Jersey and a lawyer of great

eminence and distinction, who served the state, community and bar with loyalty, fidelity and ability."

**Donald F. Barnes**, head of the veterans affairs division of the National Association of Life Underwriters, paid a visit to the insurance class at Purdue University that is conducted by A. R. Jaqua and Hal Nutt. He gave a talk about aspects of National Service Life Insurance. There are 52 students in the present group, all of whom are under contract with life companies and about three-quarters of them are returned veterans. They are eager students.

**John H. Russell**, well-known Los Angeles agent, has been elected president of the Los Angeles Boy Scouts Council. He succeeds Floyd W. Forker, general agent of Pacific Mutual Life, who has headed the council for three years.

**Samuel Bigelow**, former manager of the Virginia Association of Insurance Agents, is now with New York Life in Charlottesville, Va., on a full-time basis. He recently returned after 42 months in the navy. He was a lieutenant-commander in the intelligence division.

After four years in the army, **Joe Fred Gibson** has returned to Oklahoma City. For four years before entering service he was assistant insurance commissioner of Oklahoma.

**Bernadette C. Allin**, agent in the Fred T. Jordan home office agency of Union Mutual Life, Portland, Me., is honored in the current issue of the "Zontian" among women who have won national recognition. Mrs. Allin, who has earned the distinction for the past two years, was the first Maine woman to become a member of the Women's Quarter Million Dollar Round Table. During 1945 she ranked among the company's 10 leading agents nationally in volume of production.

## DEATHS

**J. Magarge Walsh**, vice-president and assistant treasurer of Home Life of Baltimore and former national veteran squash champion, died at his home in Haverford, Pa., at the age of 48. He had been associated with Home Life since 1920. In 1924 he was appointed mortgage department manager. For

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**DES MOINES 12, IOWA**—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

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**NEW YORK 7, N. Y.**—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; Dorothy B. Paul,

Editorial Assistant. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

**PHILADELPHIA 9, PA.**—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

**SAN FRANCISCO 4, CAL.**—507-S-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Pacific Coast Manager. Miss A. V. Bowyer, Pacific Coast Editor.

several years he was a director of Home Life, Home Protective Co., Daniel J. Walsh's Sons, Inc., and president and director of the Mutual Guarantee Building & Loan Association. In January, 1945, he was granted an indefinite leave of absence on account of illness.

Mr. Walsh was a native of Philadelphia and graduate of William Penn Charter School, where he was captain of the track team and halfback on the football team. He also attended University of Pennsylvania. He was a former member of the Lapham cup team and was active in inter-city squash.

**Severin Schulte**, former assistant superintendent of agencies Bankers Life of Iowa, died at his home in Santa Ana, Cal. Mr. Schulte was in the insurance business for 45 years before his retirement from Bankers Life in January, 1943. He started with the New York Life in 1898 as an office boy in the Chicago agency, becoming manager of the St. Louis agency of that company later. He joined Bankers Life in 1922 as a regional group manager. He was agency manager at Los Angeles for four years.

**Samuel M. Secrist**, district manager of John Hancock at South Bend, committed suicide by hanging himself with a clothesline in the basement of his home. He suffered a nervous breakdown and had been under a doctor's care.

**William F. Morgan**, 55, West Hartford, Conn., died at Palm Beach. He had long been with Mutual Life, first as

manager at Portland, Me., and from 1931 until his retirement in 1943 as manager of the Hartford office.

**William R. O'Neal**, a director of American United Life of Indianapolis since 1916 and chairman of its finance committee for many years, died at his home in Orlando, Fla., following several weeks' illness.

**Bartley McDonough**, assistant manager of the DePau agency of Prudential in Chicago died this week. He had been with that office for 23 years. His wife died about a year ago.

**Mrs. J. Ellen Simms**, 54, Kansas City agent of National Fidelity Life, suffered a heart attack and died in the lobby of Hotel Continental, where she had gone to attend the meeting of Life Underwriters Association. She was one of the leading producers of National Fidelity.

**H. M. Rink**, district manager of the State Farm companies at Norfolk, Neb., died suddenly. He was very active in Association work. He was past president of the Norfolk Life Underwriters Association and past state vice-president.

**Irl L. Lingle**, group department manager of Southern Life of Georgia, died recently in Atlanta. Mr. Lingle had been with Southern Life since 1935. Prior to this he was in the general insurance business in Illinois, his native state. A son, Peyton I. Lingle, is a leading member of the company's sales force in Atlanta.

## NEWS OF THE COMPANIES

### Guaranty Union of Cal. May Soon Be Mutualized

Guaranty Union Life of Los Angeles, organized by consolidation of 12 chapter 9 assessment organizations taken over by former Commissioner Caminetti, is to be converted into a legal reserve mutual life company with assessment features eliminated, Commissioner Garrison announced.

He plans to ask the superior court to discharge him as conservator as soon as necessary changes are completed.

The assets now are \$4,665,000, surplus is \$1,036,000, life insurance in force \$27,700,000 and annual accident and health premiums \$215,000.

### United Fidelity Capital Soon to Be \$1 Million

Stockholders of United Fidelity Life of Dallas are meeting this week to vote on the proposal to declare a 50% stock dividend and to sell an additional \$100,000 of stock so as to bring the capital to \$1 million.

Declaration of the stock dividend would bring the capital to \$900,000. The new shares would be sold to stockholders at \$25 per share.

Giving effect to this transaction net surplus would be \$850,000 and assets would exceed \$12 million. Insurance in force is now more than \$68 million.

### Move to Change Name of Oregon Mutual Life

PORTLAND, ORE.—Policyholders of Oregon Mutual Life will vote on a change of the company name at the annual meeting Feb. 5, as the result of a resolution adopted by the directors.

### Prudential Makes Shifts in Mortgage Division

J. J. Wilson, Jr., who has been assistant manager of the New England branch of Prudential's mortgage loan department, has been appointed manager of that office, succeeding J. A. Conklin, who has been transferred to Florida in the same capacity.

R. A. Kirkpatrick returns to the north-

ern New Jersey branch after serving as manager of the New York branch since 1937.

Mr. Wilson joined Prudential in 1935 as a mortgage loan inspector at Buffalo. In 1938 he went to New England with the same title and became assistant manager in 1943. Mr. Conklin began as a clerk in the home office in 1931 and was made a mortgage loan inspector in 1932, serving in that capacity in Chicago, New York and northern New Jersey until 1934, when he became assistant manager of the latter branch. He successively served as assistant to the supervisor in the home office, assistant manager and manager of New England, assuming the latter post in 1943.

Mr. Kirkpatrick joined Prudential's Chicago branch in 1931 as a mortgage loan appraiser. In 1934 he went to Newark, where he served until being transferred to New York.

### '45 Best Year for Cal.-Western

California-Western States Life in 1945 had its biggest year. There was a gain of \$24 million in business in force, the total being \$316,787,440. New paid business was 17% higher.

In the anniversary "Sellebration" campaign of November and December, the directors' gold trophy was won by General Agent Roy Wain of Cheyenne.

Winning agent in the 35th anniversary contest was A. E. Gaumer, Red Bluff, Cal. Grant Taggart, Cowley, Wyo., was second. The J. L. Swain agency, at Chico, Cal., was the winner of the leading agency award for the year.

### Manhattan Life Sales Record

Business done during 1945 established new records for Manhattan Life, according to J. P. Fordyce, president. Insurance in force totaled \$148,312,024, a gain of 14%.

New paid-for, including revivals, amounted to \$25,925,956, an increase of 22.7%. The average size policy sold during the year was \$5,000, including policies on juvenile lives.

### Correction as to Net Earnings

In reporting the 1945 results of North American Life of Chicago, net earnings per share were, due to a typographical error, set at 49 cents. The correct figure is 94 cents.

## AMONG COMPANY MEN

### J. K. Bye Retires; McClintock Ohio State Secretary

Retirement of Joseph K. Bye, for 31 years secretary-treasurer of Ohio State Life, and the promotion of four members of the home office staff have been announced. T. T. McClintock is named secretary; Joseph M. Downs, treasurer; E. L. Morrison, comptroller, and I. M. McCampbell, actuary. Wendell Fulton is assistant treasurer.

Mr. McClintock, who is a graduate of the University of Iowa, entered life insurance work in 1927. He was with Lincoln National Life and Columbian National Life in home office posts before joining Ohio State Life in 1938 as manager of the accident department. In 1941 he was made supervisor of field service and three years later was named assistant agency director. Due to war conditions, promotions and the growth of the company, he also assumed the duties of chief underwriter in 1944.



T. T. McClintock

Mr. Morrison is a graduate of Westfield College. After several years of teaching school and in other lines of work, he went with the Accounting Service of Newark, where he installed accounting systems, compiled tax returns and did auditing and general supervision of accounting for its clients. He joined Ohio State in 1930, was made assistant auditor in 1931 and auditor in 1938.

### Careers of New Officers

Mr. Downs is a graduate of Ohio State Law College. He worked part-time for Ohio State during his school years. In 1936 he started full time as an attorney in the mortgage loan department. He was elected assistant secretary-treasurer in 1938 and became manager of the mortgage loan department in 1939.

Mr. Morrison is a graduate of Westfield College. After several years of teaching school and in other lines of work, he went with the Accounting Service of Newark, where he installed accounting systems, compiled tax returns and did auditing and general supervision of accounting for its clients. He joined Ohio State in 1930, was made assistant auditor in 1931 and auditor in 1938.

Mr. McCampbell, a veteran of the first war, took actuarial science in Ohio State University. He joined Ohio State in 1924 on a part-time basis and full-time in 1926. He was promoted to assistant actuary in 1936, assistant actuary and assistant secretary in 1942, and associate actuary and assistant secretary in 1943.

### Dinner Given for Bye

Mr. Bye was tendered a dinner in Columbus with the directors, executive committee and others of the Ohio State Life organization in attendance. He planned to retire last year, but due to the pressing conditions of business and employment agreed to stay a year longer.

Mr. Bye became associated with Ohio State Life as secretary in 1916. He was elected treasurer in 1918, and has held the joint position of secretary-treasurer since that date. He has also been a director and executive committee member.

### Roberts Security L. & A. Assistant Agency Chief

Security Life & Accident has appointed Ross F. Roberts assistant superintendent of agencies. Mr. Roberts has been in the field 18 years, writing business and developing men. For the past ten years he has been general agent in Pittsburgh of Loyal Protective Life and is a past president of the Pittsburgh Accident & Health Underwriters Association. He will devote considerable time to the west coast.

### Eight Promoted in Mass. Mutual Home Office

Promotions have been given eight home office staff members of Massachusetts Mutual. Louis Levinson becomes associate actuary and Norman C. Ford and Charles G. Hill assistant actuaries. Charles W. Brierley is auditor, George A. Craig is superintendent of real estate, Arthur I. Macdonald mortgage loan supervisor and Rudolph G. Kraft construction supervisor. Robert L. Anderson becomes assistant cashier.

Mr. Levinson began with Massachusetts Mutual in 1927 as actuarial clerk and was later transferred to the mathematical division. In 1937 he was made assistant actuary. In 1927 he was graduated cum laude by Harvard.

Mr. Ford entered the company in 1927 following graduation from Dartmouth. He worked as an actuarial clerk and later in the mathematical division.

Mr. Hill entered the company in 1942 as a clerk in the mathematical division. He had been employed by Sun Life of Canada since 1938 when he was graduated from Queen's University with high honors.

Mr. Brierley was graduated from Springfield Business College. From 1925, when he entered the employ of the company, until 1937, he was a clerk in the auditing department and for the next three years was attached to the planning department. He was made auditing department manager in 1940.

Mr. Craig was manager of real estate in the Washington, D. C., office of the company for two years before he was made assistant superintendent of real estate in 1938 when he was transferred to the home office.

Mr. Macdonald attended Columbia and Yale. Before starting work with Massachusetts Mutual mortgage loan department in 1940, he was an architect and in the real estate business.

Rudolph G. Kraft graduated from Pennsylvania State College as a civil engineer. He joined the company in 1933 as district engineer with the Washington, D. C., real estate loan office and since 1939 has been a member of the real estate department at the home office.

Mr. Anderson became renewal department clerk in 1930 and since has served in the auditing, planning, and cashier's departments.

### Mutual Benefit Names Jones and Trimble Mathematicians

Harry W. Jones and James R. Trimble have been elected mathematicians of Mutual Benefit Life. Both have been with the company more than 20 years as assistant mathematicians and since 1945 as associate mathematicians.

Mr. Jones joined Mutual Benefit in 1923 and was elected a fellow in the Actuarial Society of America in 1929. In 1933 he was appointed an assistant mathematician for Mutual Benefit. As a member of the American Institute of Actuaries, Mr. Jones has done much work on the construction of monetary tables based on the new commissioners standard ordinary mortality table. In 1942 he was appointed a member of the pension trusts and group annuities committee of the American Life Convention and the Life Insurance Association of America.

Mr. Trimble joined Mutual Benefit in 1925, following several years as teacher of mathematics in high school and college. He was appointed assistant mathematician in 1930. He has an A.B. from Acadia College and Harvard University and an M.A. from University of Cincinnati, and became a fellow of the Actuarial Society of America in 1925.

## Travelers Home Office Promotions

In a series of home office promotions, Travelers has named Henry M. Spencer vice-president in charge of the mortgage loan department; Frederick A. Davis manager of city mortgage loans and Roger C. Wilkins manager of farm mortgage loans. Donald Douglas has been appointed assistant manager of city mortgage loans.

Mr. Spencer, who has been manager of the mortgage loan division, entered that division with the company in 1907 as an office boy. He was made assistant manager of the division in 1929 and manager in 1936.

### Assistant Managers Advanced

Mr. Davis has been assistant manager of city mortgage loans. A graduate of Dartmouth College, he joined Travelers Fire in 1926 and a few months later transferred to the mortgage loan division. He was made assistant manager in 1936.

Mr. Wilkins joined Travelers in 1929 and was made assistant manager of the mortgage loan division in 1936. He was educated at the University of Maine and served two years in the Pacific as an air intelligence officer in the navy, returning late last fall.

Mr. Douglas is a native of Scotland and received his education there, going to Canada in 1913. During World War I he served in the Canadian army. He was in the contracting business in Detroit until 1935 when he joined the mortgage loan division of Travelers in the Detroit branch. Prior to that he had done work for the company on appraisals. He went to the home office mortgage loan division in 1938.

In another promotion, John F. Moriarty becomes assistant secretary of the accident department. He has been with Travelers since 1919 as an underwriter.

## Mass. Mutual Promotes Gamble

Massachusetts Mutual has promoted Seneca M. Gamble to the newly created

post of advertising manager. He will direct all advertising and publicity for the company.

He entered Massachusetts Mutual in 1934 and was sent to Detroit where he assisted George E. Lackey, general agent, in promoting the field-sponsored 50th anniversary testimonial to the late William H. Sargeant, then president of Massachusetts Mutual. In December of last year, Mr. Gamble was again loaned to the field force, to assist Mr. Lackey in promoting a testimonial to Vice-President Joseph C. Behan, who celebrated his 50th company anniversary.

Following the Sargeant campaign, Mr. Gamble became supervisor of direct mail advertising. He was made agency assistant in 1937 and since that time has been given increased duties in advertising and publicity.

A native of Macon, Ga., Mr. Gamble entered insurance as an agent for Southern States Life in 1924. In the same year he was taken into the home office of the company and established a sales promotion department which he directed until 1930 when he moved to Chattanooga as assistant agency manager for Volunteer State Life. He is a charter member of Life Advertisers Association, was its first program chairman, and has been a speaker at many of its meetings. He was publicity chairman of the 1939 Annual Message of Life Insurance.



S. M. Gamble

## Dr. Muhlberg Retires; Maertz Medical Director

CINCINNATI—Dr. William Muhlberg has retired as vice-president and medical director of Union Central Life. He has a record of 40 years of distinguished service.

Dr. Charles Maertz, formerly assistant medical director, is the new medical director.

Harold P. Winter, assistant superintendent of agencies, was promoted to assistant vice-president; Dr. Edward Kuck, assistant medical director, was promoted to associate medical director; B. G. DeWeese was elected assistant vice-president; Clyde Ferguson, Harrison P. Warren, and Fred W. Gusweiler were elected assistant superintendents of agencies; Dr. William D. Hickerson, formerly superintendent of Dunham Hospital, was elected assistant medical director.

### Palmer Agency Supt. in Western Pa. for Standard

Walter T. Palmer, Jr., has been appointed superintendent of agencies in western Pennsylvania for Standard Life.

Mr. Palmer has been a general agent for the company for many years, having taken over his father's agency in Pittsburgh when Mr. Palmer, Sr., died.

### Maj. Ahlefeld New B.M.A. Medical Director

KANSAS CITY—Maj. Charles B. Ahlefeld, soon to be released from service, has been elected

medical director of Business Men's Assurance. Clarke Wittlake, recently returned from war duties, was elected assistant actuary. R. R. Haffner, vice-president and actuary, has been elected a director, filling the vacancy caused by the death of Dr. Ernest F. Robinson, B.M.A. medical director.

Mr. Wittlake went with B.M.A. in the actuarial department in 1936. He entered the army in 1942.



Dr. C. B. Ahlefeld

### National Life, Vermont, Names Five to Posts

At a directors meeting of National Life of Vermont, Morton A. Laird was elected associate actuary; Harold J. George assistant actuary; C. Andrew Herschel assistant secretary; Ralph C. Limber director of investment research, and Donald W. Pine assistant superintendent of mortgage loans.

Mr. Laird is expecting release from the navy this month and Mr. George was recently released from an actuarial post in the Canadian army.

Robert E. Wood, chairman of board of Sears Roebuck & Co., whose term as director expired, asked not to be re-elected and no action was taken on a successor.

### Named Travelers Life Department Secretaries

C. Arthur Hackney and Raymond C. Dimon have been named secretaries of the life department of Travelers and C. Wilfred Catlin has been named assistant secretary of the same department.

Mr. Hackney has been in the company's department since 1919. He became assistant secretary of the department in 1924. He is a graduate of Yale and a veteran of the first war.

Mr. Dimon is also a Yale graduate

and veteran of the first war. He joined the company in 1921 and was made assistant secretary of the life department in 1926.

Mr. Catlin has been supervising underwriter in the life department and has been with Travelers since 1924. He is a Dartmouth graduate.

George E. Light and Foster H. Williams have been made assistant secretaries of the group department.

Mr. Light is a graduate of Yale and Hartford College of Law. He joined Travelers in 1923 and prior to his promotion was supervisor of group contracts.

Mr. Williams is a graduate of Hamilton College. He has been with Travelers since 1923 and has been chief supervisor and underwriter of group annuities.

### Sears Retires; Batchler New K. C. Life Secretary

KANSAS CITY—J. L. Batchler, who has been with Kansas City Life 29 years, the last eight serving as controller, has been elected secretary. He succeeds C. N. Sears, who has resigned after 29 years with the company.

Mr. Sears will continue as a director and Mr. Batchler has been elected to the board to succeed the late H. P. Wright.

### Fuhlrodt Assistant Actuary

All officers of Central Life of Iowa were re-elected at the annual meeting. N. T. Fuhlrodt, associated with the actuarial department for 10 years, was promoted to associate actuary.

### New Conn. Mutual Director

Charles L. Campbell, president and director of the Connecticut Light & Power Co., has been elected a director of Connecticut Mutual Life.

### Stults Opens Own Office

Austin W. Stults, executive representative specializing in public relations work, has severed his connection with Lincoln National Life. He joined Lincoln National in 1930 as assistant manager of the mortgage loan department.

Mr. Stults has established a office at Fort Wayne from which he will serve as public relations counsellor. Lincoln National is one of his clients.

### Hamilton Advanced by Imperial

M. R. Hamilton has been appointed assistant general manager of Imperial Life of Toronto. He started with the company in 1930 and has been manager of the Hamilton and Kingston, Ont., branches.

### Weichsel Discharged from Army

Robert F. Weichsel, vice-president and secretary of Great National Life, is back at his job after three years in the army air forces.

Discharged as a major, Mr. Wieschsell took part in the African, Sicilian and Italian campaigns, the invasion of southern France and the German campaign. He participated in three amphibious landings, one of them at Anzio.

### MacNider Equitable Trustee

Hanford MacNider of Mason City, Ia., president of Northwestern States Portland Cement Co., has been elected a trustee of Equitable Life of Iowa, taking the place left vacant by the death of S. S. Ford of Minneapolis.

J. Price Murphy, formerly assistant secretary, has been elected assistant treasurer.

### Life & Casualty Big Increases

Life & Casualty at Dec. 31 reports assets \$62,634,290, representing an increase of \$10,699,122. Insurance in force is \$525,814,278, increase \$53,965,945.

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At the present time we have several choice territories open for General Agency development. An extensive expansion program is under way and we offer any qualified man an unusual opportunity with a progressive, fast-growing, financially strong company, with a complete line of policy contracts. A few of the important territories now available are:

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**PROTECTIVE LIFE**  
INSURANCE COMPANY

WILLIAM J. RUSHTON, President  
BIRMINGHAM, ALABAMA



## LIFE AGENCY CHANGES

### Pearson Retires After 35 Years as General Agent

Sam C. Pearson will retire March 1 as general agent of Northwestern Mutual in Kansas City, Mo., and will be succeeded by E. A. Hasek, a million dollar producer in the Pearson agency. Mr. Pearson, who is completing 40 years with the company and 35 years as a general agent, will continue as a personal producer.

Oldest in point of service among Northwestern Mutual general agents, Mr. Pearson is relinquishing his responsibilities in accordance with his plan to retire at 65. Joining the company in the Norton agency at Chicago in 1906, he became district agent at Ottawa, Ill., two years later, and was appointed general agent at Joplin, Mo., in 1911. After five years he was transferred to Kansas City as general agent for western Missouri. He has placed about \$110 million



E. A. Hasek

### Kamp in S. F. for New England Mutual

New England Mutual has appointed David S. Kamp general agent in San Francisco. William L. Wadsworth, acting manager of the agency for the past five months, will resume his duties as field supervisor at the home office.

Mr. Kamp graduated from the University of California at Berkeley in 1921 and had 18 years' experience in department store and investment fields in California.

He entered the life insurance business in 1939. In 1941 he was appointed supervisor in charge of organizing southern California coastal areas for New England Mutual's Hays & Bradstreet agency in Los Angeles. He has been a member of the company Leaders Association for the past two years.

### Mutual Benefit Life Opens Memphis Agency with Trabue as Manager

Mutual Benefit Life has opened a new agency in Memphis with Stephen F. J. Trabue as manager. He has a background of seven years' experience in life insurance supervisory and management work and three years in personal production. He left the advertising business in New Orleans in 1936 to become an agent of Mutual Life. Three years later he was appointed supervisor and in 1941 was promoted to agency organizer for Mutual Life in Alabama. Two years ago he became agency field assistant of Home Life in New York and later in Louisville. He joined Mutual Benefit last September in Louisville. He took Mutual Benefit's programming training—called the Analograph—at the October home office school.

He graduated from the University of Virginia in 1925 and attended Harvard law school for two years.

### Huth Joins Hughes as Associate

George Huth, one of the Chicago general agents of Provident Mutual and a life insurance veteran of 33 years in that city, has resigned and is going with E. W. Hughes, Chicago general agent of Massachusetts Mutual Life, as associate general agent. Ernest A. Farrington, assistant manager of agencies at the home office, was in Chicago this week considering what to do with the agency and interviewing prospective general agents.



George Huth

Provident Mutual has two other general agencies in Chicago, those of Willard Ewing and E. S. Albritton. It is possible the agency will not be continued, as it was started from scratch by Mr. Huth in 1941 and as yet does not have a great deal of business in force.

Mr. Huth has become nationally known because of the splendid work that he has done as chairman of the salary deduction plan of selling war bonds in the Chicago Association of Life Underwriters and as assistant Cook county chairman of all of the war bond campaigns. Under his direction the Chicago association mustered some 400 active members for the war bond sales effort and won national honors for achievements which not long ago resulted in the presentation of a special plaque by a Treasury official to Chicago association leaders at a ceremony in New York City.

#### In Business 33 Years

Mr. Huth is joining an agency which has over \$100 millions of insurance in force. He started in the business in 1912 as a clerk in the actuarial department of North American Life at Chicago and later became assistant actuary after hav-

ing learned the rudiments of actuarial science in the department and having studied mathematics at Armour Institute and Northwestern University and also having been privately tutored.

In 1926 he decided there were better opportunities in the sales end and asked to be appointed manager of the home office agency when that post became vacant. Without previous sales experience he was appointed and retained the position until 1933. At that time he joined the Albritton agency of Provident Mutual as agency director in Chicago and in 1941 was appointed by that company as the third general agent in the city, opening a new office.

He has been very active for many years in the Chicago association, is now its vice-president and is slated to be elected president at the annual meeting in June.

### Wilkes Home Life Atlanta Manager

Duncan L. Wilkes has been appointed Atlanta manager of Home Life of New York, succeeding Robert Selby who died in December.

Mr. Wilkes joined Home Life at Greensboro, N. C., in 1941, having previously been for 10 years a salesman in another line. He established a record in personal production and later became assistant manager.

Mr. Wilkes was born at Atlanta in 1909.



D. L. Wilkes

### Howard Assistant Manager of Travelers in L. A.

Henry Howard, II, has returned from service to Travelers and been appointed assistant life department manager at Los Angeles. Paul K. Browne, statistician



SAM C. PEARSON

of business in the company and has developed leading producers and several general agents. He has served as vice-president and secretary of the executive committee of the Northwestern Mutual General Agents Association. In Kansas City he has been president of the Association of Life Underwriters and was an organizer of the General Agents & Managers Club.

Mr. Hasek started his life insurance career in Cedar Rapids, Ia., where he attended Coe College. In 1924 he took the life insurance course at New York University. Going to Kansas City in 1929 as general agent for National Life of Vermont, he conducted a successful agency. He resigned in 1943 and became a special agent in the Pearson agency. In his initial year, he ranked first in production among new agents and ninth among all agents of the company. He qualified for the Million Dollar Round Table in both 1944 and 1945.

#### McCarty South Bend Manager

E. E. McCarty, formerly of Indianapolis, has become divisional manager at South Bend, Ind., of Mutual Benefit Health & Accident and United Benefit Life, with headquarters in the Poledor building.

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AMERICAN UNITED LIFE INSURANCE COMPANY

Established 1877



Indianapolis



for several years at Dallas, has been appointed assistant manager there.

Mr. Howard has been with Travelers since 1926, when he became a cashier at Boston. From 1928 until 1930, he served as life and accident field assistant in Boston, after which he transferred to the home office actuarial department. In 1931 he was appointed statistician in Los Angeles.

He entered active duty with the army in 1942 with the rank of captain and when released to inactive status had been promoted to lieutenant colonel. He served as director of administration at Chico Field, Cal., and Walla Walla Field, Wash. In December, 1944, he was ordered to the AAF Technical Center at Orlando, Fla., to assist in the preparation of a course on personnel management for senior officers and was selected to remain on duty as instructor. For this work Mr. Howard received a letter of commendation from Maj. Gen. H. R. Harmon, assistant chief of air staff personnel.

## Metropolitan Shifts Two New England Managers

Arthur A. Adduci has been appointed manager of Metropolitan Life in charge of the East Boston, Mass., office. He succeeds Thomas F. Murphy. He joined Metropolitan in 1922 as an agent in Boston, was promoted to an assistant manager in 1926 and in 1945 was made a general assistant manager for New England territory.

Louis F. Stern, formerly manager in New Britain, Conn., has been transferred to Bridgeport, Conn. He succeeds Harry Covin. After completing his junior year at Yale he started as an agent in 1925 in Bridgeport. Later he returned to Yale to complete his studies and in 1928 resumed his career as a Metropolitan agent. In 1933 he was promoted to assistant manager and shortly afterward was made a general assistant manager in New England.

In 1936, he was made an agency sales supervisor and later served as manager in Gloucester, Fall River and New Britain.

Both Mr. Murphy and Mr. Covin are on disability under the company's insurance and retirement plan. No successors have been appointed to the posts vacated by the new managers.

## Richard LeBuhn Succeeds Father in Davenport Post

Richard LeBuhn has been appointed Massachusetts Mutual Life general agent at Davenport, Ia., filling the vacancy caused by the death of his father, Carl LeBuhn.



Richard LeBuhn

Mr. LeBuhn joined the Davenport agency in 1922. When appointed he had a record of 922 consecutive weeks of production. He has been among the 100 Massachusetts Mutual leaders in 13 of the past 15 years. His insurance in force is approximately \$2¼ million.

Mr. LeBuhn is a past president of the Massachusetts Mutual Supervisors Association and has served on the executive committee of the company agents' association. He is a C.L.U.

## Five New Asst. Managers

The appointment of five new assistant managers is announced by Mutual Life.

Otis C. Amis, for the Ralph H. Ruch Agency of Louisville, will supervise 38 counties with headquarters at Lexington.

Henry Eshelman, for the G. A. Patton Agency, Cleveland, has three counties and will be located at Canton.

Lester S. Evans, in charge of five

counties for R. C. Wonderlic Agency, Baltimore, will be stationed at Cumberland.

Les W. Mercer, of the F. B. Hill agency, Manchester, N. H., has nine counties, and will operate from Burlington, Vt.

Bill Leroy Rohlfis, of the Wilbur K. Hood agency, will supervise Multnomah county and will be located at Portland.

## Gilhooley Assistant Manager

John C. Gilhooley has been named assistant manager of the mid-town branch at New York of Union Mutual Life. He joined Union Mutual last August, formerly having served as supervisor in the New York agency.

## Bird San Francisco Supervisor

Ciril G. Bird, who joined Bankers Life in Marin county, Cal., in 1939 has been appointed agency supervisor in the San Francisco office under Manager J. A. Rowe. Mr. Bird was with a large shipbuilding plant on San Francisco bay during the war and returned to life insurance last August.

## McDowell Acting Director

James E. McDowell is acting agency director of the Oklahoma City office of Reserve Loan Life, pending appointment of a permanent manager. The Texas company recently bought National Life of Oklahoma City.

## Ostner Named at Cincinnati

M. A. Ostner has been appointed group representative of John Hancock at Cincinnati. Before entering the army he was group representative for the company at Dallas. He has been stationed in England.

## Metropolitan Wis., Mich. Shifts

E. O. Hammer, for several years supervisor of Metropolitan Life in Ashland, Wis., in charge of northwestern Wisconsin, has been promoted to manager at Ironwood, Mich. Julius Johnson, Superior, becomes Ashland supervisor, and Ray Gauthier of Ashland is being transferred to the Superior office.

## Glaze Los Angeles Manager

Donald L. Glaze has been appointed Los Angeles manager of American United Life, succeeding Charles W. Milten, resigned to enter other business. Mr. Glaze has been an agent of the company at Bakersfield, Cal. Previously he had been with Travelers, New York Life and Loyal Protective.

## Names Louis R. Burton at Wichita

Louis R. Burton has been appointed ordinary general agent at Wichita of American National. He was two years with the industrial department of American National. He did an outstanding job in ordinary production and agency supervision.

## Lyon Back to Fidelity Mutual

H. N. Lyon, one of Fidelity Mutual's leading agents for years before the war, has returned to the San Francisco agency. He has been appointed chairman of the veterans committee of the San Francisco Life Underwriters Association. He was an officer in the marines during the war and served in the Pacific area.

## Bettis Returns to Guardian

James E. Bettis has returned to the Indianapolis office of Guardian Life after three years in the navy. He served as assistant supply officer of the provision ship Ariel in the Atlantic, and later as supply, disbursing and commissary officer aboard the Lioba with the Third fleet. Since discharge Dec. 1, Mr. Bettis has been in the Guardian's home office taking study and review courses.

## Form Michigan Partnership

Formation of a partnership by E. A. Johnson and Jack C. Krause to serve as district managers in Lansing, Mich., and

vicinity for Penn Mutual Life is announced by William A. Nicholls, Jr., general agent at Grand Rapids. Mr. Johnson has been with the company 11 years and Mr. Krause more than 10 years except for his recent service as a captain in the air transport command. He directed insurance and allied activities for headquarters of the command.

## Cannon Named Supervisor

B. A. Schauer, general agent of Penn Mutual in Detroit, has appointed J. W. Cannon as agency supervisor. The latter is a graduate of Tulane University and was recruited by Mr. Schauer seven years ago as an agent in the Pittsburgh agency of which Mr. Schauer was then supervisor. When Mr. Schauer went to Detroit as general agent several years ago, Mr. Cannon succeeded him as Pittsburgh training director.

## Currier Manager at Portland

PORTLAND—Thomas E. Currier, recently released from the naval reserve, has been named manager of the Acacia Mutual Life's Portland, Ore., office.

## Makes Changes in Branches

Beneficial Standard of Los Angeles has opened a branch office in Portland, Ore., with Harry R. Wright as manager.

Orville C. Thoe, branch manager at Spokane, Wash., has been transferred to Eugene, Ore., where he will be manager of a new branch office being opened there.

President E. D. Mitchell and Secretary-treasurer Oscar Pattiz are on a trip through the east and middle west, inspecting the company's offices in that territory.

## Schmohl Kansas City Manager

Charles Schmohl has been appointed Northern Life manager at Kansas City, Mo. He has been with Metropolitan Life in Kansas City for previous four years, and led his agency three out of the four years.

## Emery Sales Manager for Cass

W. Oliver Cass, general agent for Mutual Benefit Life at Indianapolis, has appointed W. Herschell Emery as sales manager.

Mr. Emery started in the business in 1940 in Oklahoma. His average production for the five years has been more than \$500,000.

While connected with Mutual Benefit at St. Louis, he was elected by the Sales Executive Council of St. Louis as the outstanding life insurance salesman in that community. At one time he was director of physical education in the Oklahoma City school system.

## Out of Navy, Back with N. Y. Life

WASHINGTON—William A. King, recently released from the navy, has rejoined the Washington branch office of New York Life as assistant manager.

## Commercial Travelers Parleys

The executive committee of the International Federation of Commercial Travelers Insurance Organizations will have a meeting at the Edgewater Beach hotel, Chicago, Feb. 4. The annual convention is scheduled for Jasper National Park, British Columbia, July 29-31.

In reporting that A. B. Abernathy had been named manager for Life & Casualty, it was erroneously stated that he is located at Jackson, Miss. As a matter of fact, he is manager at Jackson, Tenn.

Wilmer M. Hammond, Jr., has resumed his position as assistant general agent in the Wilmer M. Hammond agency of the Aetna Life in Los Angeles, following his discharge from the army.

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- A complete line of Policies on Participating and Non-Participating Plans.
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New Orleans, U. S. A.

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## LIFE SALES MEETINGS

### Am. Mutual Life Gives Awards

DES MOINES — American Mutual Life at its general agents' meeting, announced that \$9,719,306 was the paid production for 1945. This was an increase of 24.4%. Insurance in force is \$99,335,000.

Award winners were announced by Harry S. McConachie, vice-president. General Agent J. D. Serrill of Minneapolis won the president's trophy on the basis of production, organization results, persistency and average size policy. Mr. Serrill was also named as persistency chief.

R. M. Threlkeld, Sr., general agent at Cedar Rapids, was named president of the production clubs and A. D. Fogarty, general agent at Des Moines, is vice-president.

#### Members of Council

The 1946 general agents' advisory council includes Marmaduke Corby, Oklahoma City; W. W. Linebarger, Storm Lake, Ia.; Reed C. Nelson, Oakland; Mr. Serrill and Mr. Threlkeld. The group selected Mr. Linebarger as its president.

An all-time record number, totaling 86, qualified for a trip to the production clubs convention to be held in June at Roberts Pine Beach Lodge, Gull Lake, Brainerd, Minn.

### Hold Agency Meetings as A. & H. Convention Adjuncts

A number of companies have sales meetings or dinners for their agents in Wichita in connection with the meeting of the National Association of Accident & Health Underwriters.

Business Men's Assurance had nearly 100 agents, a number of them accompanied by their wives, at its dinner. The managers in attendance were called on to introduce their agents. John W. Saylor, director of sales, was master of ceremonies and brief talks were made by President J. C. Higdon, Managers Walter M. Jones, Salt Lake City; A. W. Hogue of Dallas and R. J. Costigan of Kansas City, president of the National association, and E. H. Mueller, executive secretary of N.A.A.H.U., who was a special guest. A luncheon was held Friday for those who were still on hand, followed by a sales session. Bert A. Hedges of Wichita, Kansas manager, also had an all-day meeting for his men.

Mutual Benefit Health & Accident and United Benefit Life held a luncheon, sales meeting and dinner Friday with 50 in attendance. The afternoon session was devoted primarily to a round table discussion, with Vice-president Sam C. Carroll and N. Murray Longworth, chief underwriter from the home office and a number of the leading managers as participants.

Occidental Life held a luncheon, in charge of J. Logan Thayer, Wichita general agent. H. Smith Hagan, home office supervisor in Chicago, was the chief speaker.

Columbian National Life held a din-

ner with about 30 in attendance to honor the Levi B. Rymph agency of Wichita, which finished second in the President's campaign. William Beardslee, vice-president, and Christopher F. Lee, head of the accident and health department, represented the home office.

### Texas Prudential Agents Gather at San Antonio

A zone meeting for industrial representatives of Texas Prudential from central and southwest Texas was held at San Antonio. R. W. Baitte of San Antonio welcomed the group. Home office representatives were R. W. Rogers, vice-president; Fred Mann, treasurer; R. L. Wallace, secretary, and A. C. Rodgers, state supervisor.

Supt. J. A. Love of Corpus Christi spoke on "Making Ordinary Increase," stressing importance of keeping in touch with policyholders, and Supt. J. A. Baussa, Laredo, on "Collections and Arrears."

Minimizing the lapse hazard was the theme of Supt. B. R. Weaver of McAllen. A. C. Rodgers, state superintendent, spoke on production, urging the importance of improved prospecting and sales technique. Joe Finger, San Antonio, emphasized the loss to agents and policyholders when policies are lapsed.

#### Other Speakers on Program

Supt. P. R. Fincher of Austin discussed the necessity for keeping abreast of conditions and being well informed. W. H. Hahn, assistant superintendent, San Antonio, emphasized the importance of selling the prospect the policy which fits his needs most exactly.

Mrs. Hazel Chamberlain, superintendent, San Antonio, discussed "Mental Attitude."

At a luncheon, R. W. Rogers, vice-president, reviewed achievements of the year and spoke optimistically of business prospects.

### Hedges Agency Confers at K. C.

Sixty members of the Kansas City agency of Equitable Life of Iowa and their wives held the annual sales conference and dinner. The agency comprises central and western Missouri and eastern Kansas. The speaker was Ray E. Fuller, Des Moines, vice-president. Herbert A. Hedges, general agent, was host.

### Occidental Holds Regional

Occidental Life of California held a regional educational meeting in San Francisco for three days this week for new agents in northern California. There was also a refresher course for experienced agents in the territory. Classes were conducted by Lester S. Roscoe, director of field training.

### N. W. Mutual Has Iowa Rally

The Iowa Agents Association of Northwestern Mutual Life held a victory meeting at Cedar Rapids, the first annual meeting of the association since the start of the war.

Company officers in attendance included M. J. Cleary, president; Grant Hill, agency director; L. J. Evans, assistant agency director, and J. P. McDonald, agency secretary.

### Mass. Mutual Officials in Okla.

The home office of Massachusetts Mutual Life was represented at the annual meeting of the J. Hawley Wilson agency at Oklahoma City by Hampton H. Irwin, educational director; Michael Marchese, assistant secretary and manager of the underwriting department, and Dr. Howard Brown, assistant medical director. Leading producers for 1945 who received recognition were R. W. Dozier, Theo M. Green and Charles Warren. The meeting drew an

attendance of 30 members of the agency and guests.

### Will Resume Conferences

Minnesota Mutual Life is planning to resume this spring the regional conferences for general agents which were discontinued during the war.

### Open Indianapolis Building

Mutual Benefit Health & Accident and United Benefit Life held a three-day session opening their four-story Insurance Center building in Indianapolis. More than 100 agents and officials attended the final luncheon. The two companies will use the first and second floors. Vernon General occupies the fourth floor.

John McGurk is resident vice-president in Indianapolis.

## NEW YORK

### Aetna Life Buys Big Newark Mercantile Building

Aetna Life has purchased the building and site of the L. Bamberger & Co. store in Newark for more than \$6½

million,, one of the largest realty transactions in the Newark shopping district in several years. The store will continue to occupy the big building under a long term lease, the purchase by Aetna Life having been made for investment purposes.

### GOLDSTEIN HAS BIG YEAR

The Meyer M. Goldstein New York City general agency for Connecticut Mutual finished second in paid-for life, first in total of paid-for life and annuities, and first in gain in force. Paid-for life volume was \$8,855,471 and annuities \$1,448,265; the regular full-time business was the largest in the history of the agency.

Mr. Goldstein's Estate Analysis also reported steady progress and his Pension Planning Co. worked \$50 million of policies.

### N. Y. C.L.U. PROGRAMS

At the luncheon meeting of New York C.L.U. Feb. 21 Stuart A. Monroe will discuss "Thoughts on Selling Today."

Mr. Monroe, a member of the New York Bar, until only recently was associate counsel of Equitable Society and is now agency assistant of that company. He has been an instructor at

*"The Company Back of the Contract"*



Late in the year 1879, F. W. Woolworth opened a store in Lancaster, Pennsylvania, which was destined to become the forerunner of a great industry. A few months before, Fidelity had begun business in a one room office in nearby Philadelphia.

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for recruiting, training and supervising general agents and agents.

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the C.L.U. courses at New York University for three years.

At a luncheon meeting on March 19, Ralph L. Van Name, secretary of the New York City Employees' Retirement System, will talk on "Discrimination in Taxation of Annuities."

On April 12 the 1946 seminar will be held.

#### WOMEN'S MEETING FEB. 5

At the meeting of the League of Life Insurance Women of New York Feb. 5 speakers will be Rosalie A. Higgins, Equitable Society, on "Intangible Assets for Making Tangible Sales," and Florence Stieler, New York Life, "Markets for Selling Women in 1946."

## CHICAGO

#### BELLIS TO ADDRESS WOMEN

Charles W. Bellis, insurance representative of the veterans administration, Hines hospital, will conduct a forum on veterans' insurance problems at a meeting Feb. 13 of the Women's Division of the Chicago Association of Life Underwriters. This will be a dinner meeting at the Chicago College Club.

The division, which was formed in 1933, holds classes in taxation, social security, sales methods, National Service Life Insurance and other current subjects. To help the public, handbooks of life insurance, panel discussions on "What Life Insurance Means to You and Your Community," and career booklets are placed in high schools and given for use of women's organizations. The division is active in Red Cross work and is affiliated with "Women's Share in Public Service." It now has 154 members.

#### EWING AGENCY ANNUAL MEET

The annual get-together of the Willard Ewing agency of Provident Mu-

tual in Chicago was held last week. E. Phelps Todd, vice-president and insurance supervisor, and E. A. Farrington, assistant manager of agencies, were present from the home office and Rigby Roskelley, chief examiner in Chicago were guests. The meeting was held at the Bismarck Hotel with 27 members of the office force present.

Mr. Todd spoke on underwriting problems and risk selection and mentioned that the company mortality rate last year was 46%.

The importance of the agent to people was discussed by Mr. Farrington. He emphasized that although the agent is important in himself, he is even more important to his policyholders.

Special recognition was given to Bert Latturmer, who has been agency leader for the past two years and is leading in 1946.

Mr. Ewing presided and introduced the speakers.

#### SCHRAGE JOINS HUNTINGTON

David C. Schrage has been named vice-president of Huntington & Homer, Chicago A. & H. general agents for Standard Accident and Michigan Life.

Mr. Schrage has been A. & H. executive representative for Standard Accident for three years. Prior to this, he was three years with Continental Casualty as A. & H. special agent, agency supervisor and A. & H. manager of the Chicago branch. He first entered insurance as an agent for Travelers in Chicago, remaining for two years.

Henry J. Huntington, president, forecasts considerable expansion of his firm in the near future. Huntington & Homer have arranged hospitalization programs for several groups of professional men including the Chicago Dental Society.

#### NAME N.Y. LIFE MANAGER

Dale A. Simpkins has been named manager of the Bankers building branch of New York Life in Chicago.

Mr. Simpkins had been assistant

manager for New York Life at Milwaukee for the past year. For three years prior to this, he had been assistant manager for northern Illinois in the Rockford sub-office. He began his insurance career in 1939 as an agent in Milwaukee and spent two years in this capacity. He has made an outstanding record with the company in both production and management.

#### BASIL COLLINS SPEAKS FEB. 14

Chicago Life Insurance & Trust Council will hold a joint meeting Feb. 14 with the Chicago Association of Life Underwriters, at which Basil S. Collins, assistant vice-president of the Old Colony Trust Company, Boston, will speak. He is an author and lecturer before bankers and life insurance groups, and is past president of the Boston Trust Council and Boston C.L.U. Chapter.

#### OWENS ASST. MGR. OF RENO AGENCY

Llewellyn G. Owens has been appointed assistant manager of the Robert R. Reno, Jr., agency of Equitable Society at Chicago.

Mr. Owens joined the Equitable in 1932 after his graduation from Northwestern University school of commerce and in 1942 he entered the navy, returning as a lieutenant commander in 1945. He is a C.L.U.

#### WILL CONSIDER \$500 MINIMUM

Wisconsin National Life, through Robert F. McAuley, district manager in Chicago, now will consider applications for life insurance as low as \$500 on adults and juveniles, and also will write non-medical. The company began to consider business from brokers on Jan. 1.

#### SPEAKERS GIVEN FOR FORUMS

Speakers for the first two sessions of the Saturday morning sales forums sponsored by the Chicago Association of Life Underwriters, in the series to start March 2 and continue for five Saturdays, were announced this week. Fred A. Replogle, Ph.D., partner in Rohrer, Hibler & Replogle, will talk March 2 on "The Man from Whom I Buy," and A. R. Jaqua, formerly of the Diamond Life Bulletins and now director of the insurance course at Purdue University, on "What It Takes." March 9, Carlton W. Cox, manager Metropolitan Life, Paterson, N. J., will speak on "The Debit Man Is on the Credit Side," and Donald F. Barnes, director of research National Association of Life Underwriters, on "National Service Life Insurance."

Roland D. Hinkle, Equitable Society, is chairman of the educational committee which has charge of the series.

#### E. C. FOWLER'S TECHNIQUE

E. C. Fowler, general agent of New England Mutual in Chicago, is very proud of his agency record in building men who have become general agents. There are seven very active and successful men who have graduated from his office and he takes satisfaction in having offered the means for these men to attain distinction. He is very much of the opinion that one of the duties of a general agent is to school salesmen for administrative work.

In this connection it is necessary for the general agent to realize that in this line of effort he may in a way be the loser in that his company reaches down into his own staff and takes probably the best man. However, Mr. Fowler as a thorough going general agent and one who is very loyal to his company believes that this training school is part of his duty. He has found that men work harder and are more ambitious when they realize there is an opportunity to go ahead.

When it comes to supervisors or his assistants he does not attempt to guide them in their work of recruiting, securing or training new men. He frankly states that they know more about that work than he does. He gives them plenty of rope so that they can make progress.

They grow because Mr. Fowler places responsibility on them and expects them to make good. He does say, however, that he attempts to infuse into his men something of what he calls "philosophy of agency work." That is, he finds there should be more to a general agent than ability to get new men and train them. There are administrative duties and processes that he thinks an agent should become acquainted with if he is going upward. He instills into these men the spirit of cooperation in working with other agents and members of the office staff. He wants them to realize that there is much to be gained in learning how to get along with men in these early stages. Therefore he talks much to them about becoming students of human nature, of endeavoring to build a loyal clientele to the office, of extending its reputation and creating new friends.

He also makes a point to drill his men so that they can maintain friendly relations with other general agents and companies. Following this course, if the agent has it in him Mr. Fowler will get him to a point where he will attract attention of the head office.

#### RESPONSE TO ADVERTISEMENTS

Chicago life insurance managers find that advertisements in the daily papers for men will draw results these days chiefly among war service people who are returning. The Chicago "Tribune," for example, will not allow any advertisement put in endeavoring to hide the insurance subject. The "Tribune" requires an advertiser to come out in the open saying that he is in the insurance business and is seeking insurance agents. That kind of an advertisement is drawing good results. So far a great many men applying for insurance work are eliminated by the aptitude test. However, a number of promising young fellows are being picked up and trained.

An aid to hospitalization sales—the Hospitalization folder. Get samples from The A. & H. Bulletins, 420 E. 4th St., Cincinnati 2, Ohio.

## C. L. U.

#### Trust Officer's View on Estate Planning Given

LOS ANGELES—"Estate Planning from the Trust Officer's Viewpoint" was discussed by Robert Freeman, trust officer, Title Insurance & Trust Co., at a meeting of the Los Angeles C.L.U. chapter. Death taxes are at a high point, he said. The manner in which an estate is held at the time of death frequently has much to do with the amount of death taxes assessable against it. Joint tenancy often is desirable so long as the estate is small, but it may become expensive when the estate rises much above \$60,000.

The legal presumption in joint tenancy when a person dies is that the entire estate belongs to the deceased spouse, at least so it is taxed, unless the surviving spouse can prove contribution to the joint tenancy from separate property. The burden of so proving rests upon the surviving spouse, not upon the taxing authority. The result is that in all but comparatively rare instances, the estate is taxed twice, upon the death of each spouse.

#### How to Lighten Burden

This double taxation burden may be lightened by having the estate changed from a holding in joint tenancy to tenancy in common, and having a will made creating a testamentary trust with the trustee directed how to distribute the trust.

Wise estate planning should so arrange the estate as to reduce to a minimum the chances of loss when the guiding hand is removed and to take advantage of every existing legitimate means of tax saving. Then to purchase sufficient life insurance to cover the death duties. If tax laws change the

### "Keep Thy Shop and Thy Shop Will Keep Thee"

It is well to recall this little gem from the homely philosophy of Benjamin Franklin.

But first—get "thy shop." You can build your own business in your own community when you are a General Agent for us. Think it over!

Attractive General Agency territory open in Missouri, Iowa, Arkansas, Mississippi, and Kentucky.  
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### REGIONAL GROUP MANAGER

An unusual opportunity is available to a Group Sales Specialist who is capable of building and leading a Group Insurance Sales organization in the Middle West for a prominent insurance company which is ready to expand its Group operations.

The company wants a man with extensive successful Group Life and Group Disability sales experience for this sales-management position. Excellent salary plus production bonus plan.

Reply in confidence with full details to warrant interview in Chicago regional office during week of February 10th. Address Box E-68, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

estate owner should have the arrangement checked and his will revised to keep the estate in the most advantageous tax position.

### Cover Law, Trust, Tax Changes

"Significant Developments of the War Period in Law, Trusts and Taxes" is the title of the fourth and final volume to be issued by the American College in its series of refresher monographs for C.L.U.'s and C.L.U. candidates now, or recently in the armed forces.

The various headings are: Introduction to Law and Jurisdiction; Important Statutes Affecting Contract Rights and Remedies; Modifications of Law Pertaining Specifically to Armed Service Personnel (Soldiers and Sailors Civil Relief Act and other Special Legislation); Modification of Legal Rights During the War Period; Creditors' Claims As They Affect Life Insurance; Assignment of Life Insurance as Collateral; Government Regulation of Insurance; The Uniform Simultaneous Death Act; Common Trusts; Extension of "Prudent Man" Investment Rule for Trusts; Employee Pension and Profit Sharing Plans (General Types Reasons for Development and Growth, Taxation Factors, Methods of Funding and Current Problems); Federal Income Taxation on Individuals and Corporations (including Changes Made by Revenue Act of 1945); Taxation of Life Insurance and Annuities; Federal Estate and Gift Taxation; State Death Taxes; Tax Reduction Proposals; Tax, Knowledge and the Life Underwriter; and Business Insurance Opportunities and Problems.

### Irwin in Oklahoma City

Hampton H. Irwin, educational director of Massachusetts Mutual Life, addressed the Oklahoma City C.L.U. chapter, presenting a number of sales ideas as to the challenges and tactics of present day life underwriting.

## POLICIES

### Sun of Can. Boosts Dividend Scale 20%

Sun Life of Canada has announced a considerably increased dividend scale for 1946, which is subject to ratification at the annual meeting to be held Feb. 12. The total amount apportioned for dividends is said to represent about 20% more than last year, and about \$1 increase per thousand on most life and endowment plans over the 1945 scale.

No material change was made, however, in the dividends on investment types of contracts.

The new scale is applicable for the 12 months beginning April 1.

The rate of interest payable on policy proceeds or dividends left with the company remains 3%, or the guaranteed rate, if higher.

### Pacific National Changes Form to 3% Basis

Pacific National Life has revised its premiums for 20-payment endowment at 65, both participating and non-participating. The reserve basis for this plan has been changed from 3½% to 3% American Experience reserve basis. Specimen premiums are:

Age	Par.	Non-Par.	Age	Par.	Non-Par.
15	\$29.10	\$24.75	40	\$43.94	\$38.75
20	31.20	26.73	45	49.33	43.77
25	33.53	28.93	50	56.32	50.19
30	36.27	31.53	55	65.67	58.65
35	39.67	34.74	60	78.60	70.17

#### POSITION WANTED

Assistant manager with prominent life insurance company in New York City, with years of experience. Personal producer. Has varied experience in training and management of men. Desires change with comparable duties. Address E-67, The National Underwriter, Room 1103, 99 John St., New York 7, N. Y.

### Columbian Mutual Juvenile on Non-Medical Basis

Columbian Mutual Life has placed juvenile applications for amounts up to \$5,000 on a non-medical basis through age 14.

Waiver of premium benefits on the life of the original beneficiary is also provided for on a non-medical basis if the original beneficiary is under 45 at the nearest birthday. In those cases where waiver of premium benefits on the life of the original beneficiary are included and the original beneficiary is 45 at nearest birthday, a medical examination is required.

### Loyal Protective Dividend Scale Is Revised

Total dividends to be paid in 1946 by Loyal Protective Life will be approximately the same as if the 1945 scale were continued. However, on some forms dividends are increased, while on others there is a decrease. Dividends will be accumulated at 3¼% interest. Dividend illustrations for several forms are:

Age	2	5	10	15	20	20 yrs.*	Total
10...	\$2.88	\$2.94	\$3.04	\$3.49	\$3.96	\$63.36	
15...	2.91	2.98	3.11	3.61	4.15	65.20	
20...	2.96	3.04	3.20	3.78	4.39	67.69	
25...	3.03	3.13	3.31	3.98	4.68	70.84	
30...	3.11	3.23	3.45	4.23	5.04	74.72	
35...	3.22	3.36	3.63	4.54	5.47	79.54	
40...	3.35	3.52	3.85	4.92	6.01	85.49	
45...	3.53	3.74	4.13	5.40	6.67	93.04	
50...	3.77	4.03	4.48	5.99	7.50	102.70	
55...	4.09	4.40	4.91	6.72	8.54	115.05	
60...	4.53	4.89	5.45	7.70	9.92	131.17	

Age	2	5	10	15	20	20 yrs.*	Total
10...	2.93	2.98	3.09	3.59	4.12	65.04	
15...	2.96	3.03	3.16	3.73	4.31	67.04	
20...	3.02	3.10	3.26	3.89	4.55	69.61	
25...	3.08	3.18	3.36	4.09	4.84	72.68	
30...	3.16	3.28	3.50	4.34	5.20	76.48	
35...	3.27	3.41	3.68	4.65	5.64	81.37	
40...	3.41	3.59	3.92	5.04	6.20	87.66	
45...	3.59	3.81	4.20	5.54	6.87	95.37	
50...	3.83	4.10	4.55	6.14	7.74	105.27	
55...	4.15	4.47	5.00	6.94	8.85	118.27	
60...	4.59	4.96	5.56	7.93	10.36	134.72	

Age	2	5	10	15	20	20 yrs.*	Total
10...	3.20	3.35	3.65	4.59	5.60	80.07	
15...	3.25	3.41	3.74	4.75	5.84	82.53	
20...	3.31	3.49	3.85	4.94	6.12	85.49	
25...	3.37	3.57	3.96	5.16	6.44	88.75	
30...	3.45	3.67	4.11	5.42	6.82	92.81	
35...	3.55	3.80	4.28	5.72	7.26	97.44	
40...	3.67	3.95	4.47	6.07	7.76	102.95	
45...	3.82	4.13	4.70	6.48	8.35	109.45	
50...	4.03	4.37	4.98	6.96	9.06	117.46	
55...	4.30	4.67	5.32	7.55	9.95	127.41	
60...	4.68	5.08	5.75	8.31	11.13	140.58	

Age	2	5	10	15	20	20 yrs.*	Total
10...	3.87	4.27	5.04	7.08	9.31	117.59	
15...	3.88	4.28	5.05	7.09	9.33	117.82	
20...	3.89	4.29	5.06	7.12	9.36	118.21	
25...	3.90	4.30	5.07	7.14	9.41	118.64	
30...	3.93	4.32	5.09	7.17	9.46	119.28	
35...	3.96	4.35	5.12	7.23	9.55	120.28	
40...	4.00	4.40	5.16	7.31	9.68	121.73	
45...	4.08	4.48	5.24	7.44	9.89	124.17	
50...	4.21	4.61	5.36	7.66	10.23	128.12	
55...	4.40	4.82	5.56	8.03	10.79	134.52	
60...	4.73	5.15	5.87	8.59	11.68	144.70	

Age	2	5	10	15	20	20 yrs.*	Total
10...	3.04	3.14	3.34	4.04	4.78	71.70	
15...	3.12	3.24	3.48	4.29	5.15	75.57	
20...	3.22	3.37	3.66	4.62	5.63	80.57	
25...	3.34	3.53	3.90	5.04	6.27	87.06	
30...	3.50	3.75	4.21	5.61	7.10	95.64	
35...	3.74	4.05	4.65	6.39	8.26	107.59	
40...	4.06	4.47	5.26	7.51	9.97	124.70	
45...	4.57	5.13	6.22	8.26	12.58	151.24	
50...	5.41	6.23	7.86	12.24	...	*115.19	
55...	7.07	8.45	11.21	...	...	*81.29	
60...	...	...	...	...	...	...	

\*Totals are to age 65.

## RECORDS

Wisconsin National Life—January business was more than double that of the same month last year. A.&H. premiums increased \$115,000 or 23.7%.

Great Northwest Life—Paid for business in 1945 showed an increase of 78% over 1944 and insurance in force increased 2.4 times over 1944.

### International Claim Assn. To Meet in Quebec Sept. 9-11

The thirty-seventh annual meeting of the International Claim Association will be Sept. 9-11 at the Chateau Frontenac, Quebec.

A program covering post-war problems and developments relating to insurance claim matters is being planned.

## ACCIDENT AND HEALTH

### Overinsurance No Reinstatement Bar, Ill. High Court Finds

An insurer is not permitted to require, as a condition of reinstating a non-can A. & H. policy that the insured reduce the amount of his other insurance, the Illinois supreme court has decided, in reversing the appellate court in Kahn vs. Continental Casualty. The court observed that the policy contained no restrictions on the amount of indemnities or disability payments to be carried or thereafter contracted for by the insured from other companies, either as a condition to the insurer's liability under the policy or to its reinstatement. When the insured tendered the defaulted premium and furnished evidence of insurability he was entitled to reinstatement of the contract in its original form, the court stated.

Nat Kahn was the insured. The policy was issued May 15, 1923. It provided \$10,000 principal sum and up to \$400 a

month disability benefits. In 1941 he overlooked the payment of the premium and two days following the running out of the grace period he tendered a check to Continental which it refused to accept.

#### Other Insurance

In negotiations looking to reinstatement, in answer to a question, Kahn set forth that he had other policies that provided for monthly total disability payments aggregating \$483. His earned income for the previous year was \$7,958. His average earned income over the period of 18 years was \$10,517.

Continental expressed a willingness to participate in up to \$500 monthly indemnity or 50% of the applicant's net earned income, either or both. It said that the \$500 maximum limit must include its policy and all other policies. Continental said Kahn could get down to that basis either by reducing the Continental policy or other policies.

It is conceded that Kahn was in good health and otherwise entitled to a reinstatement.

The reinstatement provision provided that within six months from the date

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If you do not live long enough.  
If you are disabled.  
If you have an emergency need for cash.  
ALL AT EXCEEDINGLY LOW COST.

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Vice President and Director of Agencies

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of default and payment of the defaulted premium the policy may be reinstated "provided the insured shall submit with such application evidence of insurability satisfactory to the company."

#### Position of Continental

Continental contended that this phrase did not limit it in determining the question of insurability to a consideration of matters concerning health only but included all subjects reasonably affecting his insurability.

Continental offered evidence tending to show that it was the usual and conventional rule of insurers not to issue non-can policies providing for disability indemnities in excess of 50 to 60% of the insured's net income. The court stated that if such a rule exists it was formulated and adopted after the Kahn policy was issued. This rule was not observed at the time the policy was issued.

The right to reinstate is a valuable contractual property right which survives the lapse of the policy, the supreme court stated. And such right is controlled solely by the terms of the policy.

The supreme court declared that Continental had admitted the insurability of Kahn and the only difference was as to the amount of indemnities he would be permitted to carry in other companies. The policy was issued with no pro rata of payment clause and no restrictions on the right of the insured to carry other insurance. The conclusion is inescapable that such restrictions were deliberately omitted in order that such policies could be sold as non-cancellable, unrestricted health and accident insurance. Instead of inserting a provision denying or limiting the right to carry insurance with other companies, Continental carefully limited its liability to the insured's average earnings during the two year period preceding the disability.

## Concern Over Blue Cross Campaigns

The Accident & Health Underwriters Association of Newark called a special meeting there to discuss the expansion plans of the Hospital Service Plan of New Jersey. The latter some time ago discontinued soliciting individual business but is now making an active campaign for it. It has set up booths in stores and banks and is using other means to obtain new subscribers of this type, in order to meet the decline in group enrollment caused by layoffs in war plants.

The announced subject of the meeting was "recent developments in accident and health underwriting."

Producer interests are particularly con-

cerned about the campaign being conducted in Newark. The drive is picking up hundreds of individual hospitalization prospects and some policyholders on a group basis.

Associated Hospital Service of New York conducted a special 10-day enrollment campaign in Yonkers recently that was a whooperdo. Booths were set up in fire departments, ministers and priests mentioned the drive in their sermons and distributed literature, and it was made pretty much a community affair. The previously required statement of medical history was waived. All the applicant had to do was put down his name and he was in. Full page advertisements in the newspapers called attention to the campaign.

Other Blue Cross organizations will stage similar campaigns over the country, insurance men believe.

## Continental Tops \$21 Million in '45

Accident and health premiums of Continental Casualty in 1945 totaled \$21,370,262, an increase for the year of \$4,841,465. J. M. Smith, vice-president in charge of the accident and health department, reports. The goal set for the year had been an increase of \$3,500,000 and total writings of \$20 million. The increase for the year was 29.3%, as against an estimated gain of 15% for the business as a whole.

Last year the Canadian division increased its premiums 40.9%, from \$2,033,291 to \$2,865,743. The intermediate division jumped 56.9%, group 69%, and aviation 96.2%. The increase in the disability division was \$1,800,198, while the commercial and railroad divisions each showed increases of more than \$500,000.

Total accident and health writings in 1942 were \$11,256,178, so that the three-year increase is 89.8%.

#### Situation as to Group Policies on War Risks

Accident and health companies writing group insurance for large war and defense industries are finding that there is now a rapid decrease in numbers and contracts have had to be revised. Where accident and health insurance was written on the franchise plan, that is, where individual policies were issued, the lapse is not so great because each man has his policy and it is good wherever he goes.

The general feeling is that there should be participation on part of employees since that will make them feel a greater sense of individual responsibility.

The trade unions are insisting on an increase in number of days of sick leave. This may have the effect of revising group policies. The trade union pressure is very strong and has to be reckoned with.

#### Ream Nat'l Protective Head: Smothers Joins Company

KANSAS CITY.—Ross J. Ream, one of the founders of National Protective has been elected president, succeeding Robert A. Ridgway.

G. T. Smothers, for the last 14 years an official of Central Surety of Kansas City, was elected vice-president. He was vice-president and secretary of Central Surety.

Mr. Ream has been secretary-treasurer of National Protective since its organization in 1926. M. M. Walker replaces Mr. Ream in that position.

Harry M. Polley and G. L. Ream were reelected first vice-president and controller, respectively.

Mr. Ridgway started with Travelers in 1905 at Indianapolis. He later served as division manager for Federal Life at Kansas City 15 years and in 1926 he and Mr. Ream organized National Protective.

#### Ky. Bill Would Neutralize Effect of Tax Decision

LOUISVILLE.—Banks, trust companies and insurance companies are generally in favor of a bill introduced in the Kentucky legislature to offset a court of appeals decision last fall, which held that income from pensions and annuities was subject to an ad valorem tax of 50 cents per \$100 of valuation, and was due, collectible and payable on the basis of life expectancy value as shown by insurance mortality tables.

The bill was worked up by David McCandless, Jr., Louisville attorney. It would reduce the rate from 50 cents to 5 cents per \$100 of valuation, but also would base values on fair cash values estimated at the price the particular right to receive income in question would bring at a fair voluntary sale, and the bill would enjoin the use of mortality tables to estimate the period during which the right to receive income would be enjoyed and basing the tax on such a table.

#### Study Housing Barrier in Mich.

LANSING.—Gov. Kelly has asked Attorney General Dethmers for an interpretation of the state constitutional provision that no corporation shall hold any real estate for a longer period than 10 years, except such real estate as it occupies. Should the opinion indicate a real barrier exists to direct housing investments by insurers, it is anticipated that the governor will submit to the special legislative session, scheduled to start Feb. 4, a proposal that a joint resolution be adopted to refer an amendatory clause to the electorate.

#### Atlas Expands A. & H. Field

W. M. West, manager of the new accident and health department of Atlas Life of Tulsa, which has established general offices at Oklahoma, reports that it has recently added 10 states and is entering five more, to write all lines of accident and health including whole-sale.

#### Loses Round in Fla. Tax Fight

Prudential has lost the suit it brought against Florida in the state court to recover premium taxes paid under protest on 1944 business on the ground that the tax interferes with interstate commerce. Prudential expects to appeal. The Florida law has been amended to remove some of the features regarded as being possibly unconstitutional.

## AGENCY NEWS

### J. R. Townsend Celebrates Achievements of Past Year

A two-session agency meeting was conducted by J. R. Townsend, Indianapolis general agent of Equitable of Iowa, who outlined the progress made by the agency the past year and achievements of certain producers in the agency.

Milton Elrod, attorney, discussed estate analysis and planning as a source of business; R. W. Hilgedag, R. & R. Service, spoke on partnership insurance, and Howard E. Nyhart on pension trusts.

Eber Spence, general agent of Provident Mutual Life, was the closing speaker on "The Underwriter's Greatest Opportunity."

Others from the agency who took part in the program were Lowell T. Boyd, in charge of the Kokomo office; Karl W. Hahus, Forrest G. Sherer, William Mendenhall, Sam Ferguson and Joseph Hoch.

### Pocquette Feted on 25th Year

J. C. Pocquette, assistant manager of the Shorewood (Milwaukee) agency of Metropolitan was honored at a dinner celebrating his 25th year with the company. Retired Manager M. J. Le Breck, who appointed Mr. Pocquette as an agent in 1921, presented him with the company's service medal. The agents presented him with a plaque on which the signature of each employee of the agency was inscribed.

Frank J. Manning is agency manager.

### Hibbard Agency Ranks No. 1

The Wayne E. Hibbard agency of Pacific National Life at Portland, Ore., ranked first throughout the nation from the standpoint of volume of life sales in 1945.

### Newark Wins from St. Louis

The inter-agency contest between the St. Louis and Newark agencies of Pacific Mutual Life was won by Newark with 256% of its quota as compared to 225% for St. Louis. The high man in points at Newark was Theodore Mitchell, and Ralph Feldman was high in percentage of quota with 244%.

### Victory Luncheon in Columbus

The Columbus agency of New York Life held a victory luncheon there Friday, commemorating one of the greatest years in the company's history. Harry H. Hicks, superintendent of agencies in Chicago, gave the principal address. The agency honored its two leaders, Herchel E. Henry, Columbus, and Harry D. Hazelrigg, Cadiz.

### Honor Cedar Rapids Veterans

Oscar A. Anderson, Cedar Rapids, general agent of Equitable Life of Iowa, entertained representatives of the agency at a luncheon. Honored guests were Charles J. Lee, who is starting his 35th year with the company; Byron A. Barlow, his 30th year, and J. N. Wilson, his 21st year.

Miss Leola Zadvosky of Cedar Rapids, W. Russell Deatherage of Dubuque, G. E. Grunewald of Iowa City and Charles J. Lee of Williamsburg were announced as qualifying to attend the agency club meeting at Quebec this summer.

John V. Hovey is back with the N. E. Williamson agency of Connecticut Mutual at Denver, after three years in the navy. He was a lieutenant serving as communications officer on an assault transport in the south Pacific. Prior to the war he was district agent for Connecticut Mutual at Madison, Wis., for nine years following his graduation from University of Wisconsin.

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## NEWS OF LIFE ASSOCIATIONS

### Hugh Bell Gives Two Detroit Talks

The seven necessary attributes for success in life insurance selling were likened to the seven primary colors of the rainbow by H. S. Bell, general agent of Equitable of Iowa at Seattle, in a talk before the Detroit Life Underwriters Association on "The Rainbow of Success."

Red represents character and personality, without which success is impossible, he said. Orange represents a positive mental attitude, which is essential to the salesman. He urged the agents to avoid talking to pessimists, listening to radio commentators and reading depressing stories about strikes, murders and calamities, but instead to talk with successful people and read insurance journals.

#### Urges Kindliness

Yellow stands for friendly kindliness, he said. Every agent should develop this if he does not possess it. Light green is the "go" signal, representing work; dark green represents prospecting. Mr. Bell has employed the "call next door" prospecting technique with success in his agency. Every time an agent makes a call and cannot see his prospect, he goes next door and cold canvasses the neighbor.

Blue is sales technique. Salesmen must be salesmen and forget about being counsellors and estate engineers. The visual technique in selling is used far too little.

Purple represents records and credits, the bookkeeping part of the salesman's business. The Bell agency uses an effort quota system for stimulating success. Each man is required to make a minimum of 10 calls and at least four selling interviews per day, with a minimum of one sale per week. They are also required to work three nights a week, take prospects to lunch at least three times a week and to make at least eight chart presentations per week.

#### Other Requirements

Every man is required to be at the office at 8:30 every day for a 15-minute sales meeting for which material from insurance journals, books and courses is used. He is also asked to be out of the office not later than 9:15 and to return from 4 to 4:30 to enter his records of the day's work and prepare his lists for the following day's calls, with at least 24 names.

Effort, rather than production, is stressed in the Bell agency and there is no need for Mr. Bell to hammer for more production; sales take care of themselves.

The previous evening, Mr. Bell addressed the Associated Life General Agents & Managers on "Agency Gas and Oil," covering much the same ground.

### Illinois State Meet and Sales Congress April 26-27

The dates have been set for the annual meeting of the Illinois Association of Life Underwriters and the annual Chicago sales congress. Both will be held in the Hotel La Salle, Chicago, the state meeting April 26 and the congress April 27. As in the past the state meeting will start at a luncheon and will be somewhat abbreviated.

Thomas A. Lauer, district agent of Northwestern Mutual Life at Joliet is the retiring state president and will preside. Kenney E. Williamson, Peoria general agent of Massachusetts Mutual, is vice-president and undoubtedly will be elevated to the top post at Chicago.

In the afternoon there will be a general agents and managers conference, sponsored by the Life Agency Managers at Chicago, over which Byron C. Howes,

Chicago general agent, Berkshire Life, the managers' president, will preside. There probably will be two or three addresses on important current topics by practical agency men. In the evening there will be a cocktail party and then the annual banquet with Tom Lauer as toastmaster.

The Chicago Sales Congress the next day will be an all day affair, with morning and afternoon sessions, including both practical and inspirational talks on life insurance. H. K. Nickell, Connecticut General Life, the Chicago association president, will preside.

### Connell Addresses Colorado Sales Congress

DENVER—Clancy D. Connell, president of the National Association of Life Underwriters, was principal speaker at the 26th annual sales congress of the Colorado Association in Denver, Wednesday.

Mr. Connell emphasized that the agent of the future must come to be regarded more as a friendly adviser than a salesman. He said that National Service Life Insurance has gone a long way toward convincing veterans and their families of the necessity of insurance. He said that the idea that social security is a competitor with private insurance has been changed and that most people now realize they must supplement social security with other insurance to retire in comfort.

Luke J. Kavanaugh, Colorado commissioner, told the association that insurance companies must decide whether they want federal or state supervision and then take a vigorous stand on their decisions.

A special table was provided at luncheon for 78 members who had sold more than a quarter of a million dollars during the past year. More than 100 agents from Colorado, Nebraska and Wyoming attended the conference.

### Nashville Congress Feb. 21 to Hear Noted Speakers

NASHVILLE—C. D. Connell, N.A.L.U. president; Jul B. Baumann, Houston; Commissioner McCormack, president of the National Association of Insurance Commissioners; C. E. Lucker, supervisor of agencies of National Life & Accident, Nashville, are the principal speakers lined up by the Nashville Association of Life Underwriters for its annual sales congress Feb. 21. Sclater Brown, Equitable of Iowa, is program chairman.

The congress will be held in the auditorium of National L. & A. and the agents attending will be guests of Life & Casualty for lunch.

"I have never seen normal times, never expect to see normal times, and we wouldn't recognize 'em if they came our way, but life insurance is a necessity and you can sell it even in the abnormal times that we are living in," H. H. Irwin, educational director Massachusetts Mutual Life, declared in addressing the January meeting. He discussed the current insurance market and said the "honeymoon" is over; the market has changed. He offered suggestions on selling.

### Cleveland Sales Congress to Be Held Feb. 14

The annual sales congress sponsored by the Cleveland Life Underwriters Association will be held Feb. 14, with morning and afternoon sessions. It will be a "Quality Sales Congress."

A. F. Priebe, agent for Penn Mutual at Rockford, Ill., will speak on "Increased Sales Through Programming" in the morning session, and W. P. Worthington, vice-president and superintendent of agencies of Home Life, on "Do You Have a Conversion Problem."

Speaker at a luncheon will be Dr. Wilbur White, dean of the graduate

school of Western Reserve University, on "Foreign Affairs."

C. Preston Dawson, general agent New England Mutual, New York City, will address the afternoon session on "Prospecting Today," and Paul Speicher, R. & R. service, on "Where Our Business Will Come From in 1946."

Associations in the nearby cities of Akron, Canton, Warren, Youngstown and Ashtabula have been invited.

### Arkansas Assn. Condemns Preferred Risk Policies

At the mid-year meeting of the Arkansas Association of Life Underwriters directors, a resolution condemning preferred risk policies as being unfair to life agents was adopted.

The resolution stated that this type of policy achieves lower premiums through a lower agent's commission and is unfair and not in the interests of the public.

### Washington-Baltimore Conference Feb. 20

Plans have been completed for the Washington-Baltimore Life Underwriters Conference to be held Feb. 20, at the Mayflower Hotel, Washington. This conference is an annual affair conducted alternately in Washington and Baltimore.

On the program for the day will be C. Brainerd Metheny, president of the Pittsburgh association, speaking on "The Magic of Life Insurance"; Dr. Meyer Jacobstein, research staff, Brookings Institute, "Looking Ahead"; Clifton E. Reynolds, administrative assistant to the vice-president in charge of field management, Metropolitan Life, "Security Guarantors"; Lester O. Schriver, general

agent Aetna Life, Peoria, Ill., "Our Thinking in an Atomic Age."

A panel on national service life insurance will be led by Capt. Charles J. Zimmerman, U.S.N.R., past president N.A.L.U. On the panel will be John D. Marsh, general agent Lincoln National Washington, D. C.; H. L. McCoy, executive assistant Veterans Administration, and Donald F. Barnes, director of research N.A.L.U.

It is expected that 500 agents will attend. W. J. McCausland, Acacia Mutual, Washington, D. C., is general chairman, and W. J. Kenealy, president Baltimore association, is vice-general chairman.

### Philadelphia Sales Congress Scheduled Feb. 7

The annual sales congress of the Philadelphia Association of Life Underwriters will be held Feb. 7.

George A. Hatzes, manager of Fidelity Mutual at Washington, D. C., heads the program with "Life Insurance in Action." "Handling Objections" will be treated by John D. Howell, John Hancock Mutual, New York City. Mr. Howell uses a traveling microphone and at point-blank range answers questions from the floor. James A. McLain, president of Guardian Life, will close the meeting with "The Life Insurance Market Today and Tomorrow."

### Va. Association Meets May 24-25

The annual convention of the Virginia Association of Life Underwriters will be at the Cavalier Hotel, Virginia Beach, May 24-25. C. C. Nelson, People's Life, Petersburg, is president.

### Mich. Annual Meeting May 3

The annual meeting of the Michigan Life Underwriters association will be

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held May 3 in Grand Rapids, it is announced by Harold C. Brogan, secretary-treasurer.

There are now 14 active associations affiliated with the state organization, having a combined membership of approximately 1,250.

**Detroit**—A seminar on veterans' affairs will be held Feb. 9. It will feature three members of a flying squad touring the country under the joint auspices of the N.A.L.U. and Veterans Administration.

**Salt Lake City**—C. D. Connell, president National association, spoke at a luncheon meeting. Company executives attended, and also life agents from Ogden, Provo and Logan. F. J. Mozley, association president, presided. Grant Taggart, Cowley, Wyo., former national president, was present. National Committeeman Frank Mozley presented Mr. Connell. At an early breakfast the latter was guest of the Utah Life Managers, and discussed "The Recruiting and Training of New Men." He left for Denver.

**Richmond, Va.**—A veterans seminar was held with discussion of National Service Life Insurance.

**Lynchburg, Va.**—More than 350 life agents in Virginia, North Carolina and District of Columbia will gather here March 16 for a one-day seminar sponsored by the National association and the veterans' administration.

**Memphis, Tenn.**—E. T. Proctor, Northwestern Mutual, Nashville, spoke on selling business insurance.

**Jackson, Tenn.**—A round-table discussion on "I am in the life insurance business because—" featured the January meeting. It was prefaced by an address by A. D. Barner.

**Richmond, Va.**—At the January luncheon-meeting a skit was put on by Life of Virginia under direction of H. R. Hill, district manager. It was a demonstration of a sales plan successfully used by the field men of that company. The plan, used to introduce a new policy in October, has resulted in writing of more than \$5 million of business. A. C. Ellett, assistant district manager, representing the policyholder; Edaard Thompson, agency training superintendent, representing the life agent; L. C. Moore, assistant district manager, representing the prospect, and Mrs. Frances H. Banta, secretary, agency training division, representing the prospect's wife, took part. Fred Bunnell, New England Mutual, association president, announced membership had been increased to 335 since the last meeting. Mr. Hill has been endorsed for election as national trustee succeeding E. D. Calhoun of Roanoke, who was named superintendent of agencies of Shenandoah Life.

**Roanoke, Va.**—Personality is not superficial and cannot be obtained by resolution overnight, David D. Taylor, Shenandoah Life, Clarksburg, W. V., said in speaking on "Building a Winning Sales Personality."

"To improve personality we must first have a genuine desire to do so," he said. "Secondly, we must indulge in honest self-analysis and we can do this by gauging the reaction of other people to us."

### Beaucage Sets Up Record

L. C. Beaucage, Portland, Ore., agent of Equitable Life of Iowa, topped all other agents of the company in Oregon in 1945 in volume of new life insurance sold, Thomas J. Binder, general agent, reported. The agent's total was \$502,000; average size of policy written \$5,000, lapse ratio less than 2%. For 1,060 consecutive weeks he has not skipped a week without selling a policy, a record which placed him No. 4 with his company in the United States.

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## AGENCY MANAGEMENT

### Sullivan New Head at San Antonio

Francis C. Sullivan of Occidental Life was elected president of the San Antonio Life Managers Club and these other officers were named: C. E. Wood, Franklin Life (industrial), vice-president; Leon Braskamp, secretary-treasurer, West Coast Life; and directors—L. C. Russell, American National; L. C. Bradley, Fidelity Union; Russell Good, American Hospital & Life; G. A. Helland, Connecticut Mutual, and L. E. McCluer, New England Mutual.

A. R. Wilson, president of Amicable Life, spoke on the trend of mortality and premiums.

The American experience mortality table is obsolete, he said. Mortality among infants has been greatly decreased and many infants that formerly died before reaching age one year now live. An increased number of persons live to be 21, the age at which life companies are accustomed to insuring lives. He stated that 21 year old people now have only a two year greater expectancy than formerly. He spoke of the popular belief that more people are dying of cancer, heart and circulatory diseases, and said that actually the percentage is lower.

Mr. Wilson noted the problem of companies in finding investments which will bring an adequate rate of interest. He cited the investment in government bonds as evidence of difficulty in finding satisfactory interest-bearing investments permitted to companies under legal restrictions. He stated life companies were glad to do their part in financing the war but that had more attractive interest rates been available companies would not have invested funds to the same extent. Life expectancy has been greatly increased, he said, but the life span has not increased and the mortality has not changed materially.

### Omaha Managers' Panel on Industrial Operations

A panel discussion on "Industrial Agency Operations" was conducted at a meeting of the Nebraska Life Agency Managers Association at Omaha. The program chairman was N. S. Pierce, Metropolitan Life.

Lee Wandling, chairman of arrangements for the mid-year meeting of the National Association of Life Underwriters to be held at Omaha in March, told of plans. W. A. Fraser, Lincoln, told of the next meeting to be held at Lincoln, on the subject "The Guertin Bill."

### Dr. Lee Los Angeles Speaker

LOS ANGELES—"Recent Trends in Medical Selection" were reviewed by Dr. L. A. Lee, medical director of Pacific Mutual Life, before the Life Insurance Managers Association of Los Angeles.

He illustrated his address with charts. He said approximately 50% of deaths result from circulatory diseases. However, research studies have shown that there is less danger from death from

circulatory diseases in the future than at present. He said the medical examiner must do his work well or else all statistics will not be accurate.

The association celebrated the 30th anniversary of W. K. Murphy as general agent of Northwestern Mutual Life in Los Angeles.

### Leaders in Shreveport Agencies Are Crowned

The Managers Association of Shreveport gave a banquet for the leading producers in Shreveport, at which O. S. Cummings, Kansas City Life, Dallas, was the speaker on "Yesterday, Today and Tomorrow—the Golden Age in Life Insurance." G. S. McCarter, Kansas City Life, Shreveport, as president of the association, was toastmaster.

Erick Gebben, Pacific Mutual, presented awards to the leader in each agency.

The association of Shreveport Feb. 11 will have a panel discussion on recruiting. The panel will consist of Erick Gebben, Pacific Mutual; F. F. Burrow, American National; W. W. Teekle, Lincoln National, and E. A. Labry, Metropolitan Life.

### Discuss Selling New Man

The Oklahoma General Agents & Managers Club at its January meeting took up the third step in a program on the general theme of agency building. Having previously discussed "Finding the Man" and "Selecting the Man" the January topic was "Selling the Man into the Business." It was presented by a panel headed by L. C. Waring, Bankers Life of Des Moines, and including Homer Jamison, Equitable Society, and Thomas Thach, Mutual Benefit Life.

### Shorb Speaks at Los Angeles

Walter Shorb, assistant department service officer of the American Legion's southern California division, spoke at a meeting of the Life Agency Cashiers' Association of Los Angeles on National Service Life Insurance. He urged the cashiers to counsel veterans to continue their insurance, explained conversion procedure and suggested methods and times of conversion, as well as the type of policy to be taken.

### Cup Presented to Evansville

The Evansville General Agents & Managers Association at its last meeting was presented with a cup from the N.A.L.U. for outstanding work in 1945. The presentation was made by Lewis Petzold to Noble Ewing, the retiring president, and to B. L. Greder, the new president.

### Guertin to Speak in Detroit

Alfred N. Guertin, actuary of the American Life Convention, will discuss standard non-forfeiture and valuation laws and their implications before a joint luncheon meeting of the Associated Life General Agents & Managers and Detroit C.L.U. on Feb. 7.

### Milwaukee Managers Elect

MILWAUKEE—Jack Windsor, state manager Connecticut General, was elected president of the Milwaukee Life Managers & General Agents Association at the annual meeting. He succeeds Maurice C. Chier. Continental Assurance general agent. LeRoy F. Bond, Acacia Mutual Life, and Clarence

Post, Provident Mutual, are the vice-presidents; Alfred Perego, Wisconsin National Life, secretary, and Clifford C. Raisbeck, Great Northern Life, treasurer.

### Name Committee Heads

Committee chairmen newly appointed by the Life Insurance Cashiers' Association of Philadelphia are: membership, William S. Patterson, Penn Mutual; publicity, Joseph Hahn, Massachusetts Mutual; research, Regina Rooney, Great-West Life; educational, Frank K. Wildermuth, Northwestern Mutual; junior, Miss Florence Knight, Pan-American Life.

Vernon L. Phillips, Occidental Life, addressed the group, stressing the importance of cooperation between the cashier's department and the sales organization and of service to policyholders by telephone, correspondence and in person.

### Johnson Named Vice-President

Grant O. Q. Johnson, manager of the Indianapolis office of Mutual Life of New York, has been elected vice-president of the Indianapolis General Agents & Managers' Association, succeeding Fitzhugh Traylor, who resigned. Executive committeemen elected include Paul M. Williams, Herbert A. Sloan and Claude C. Jones.

### Stewart Speaks in San Francisco

Financial phases of agency operation were discussed by H. J. Stewart, vice-president and manager of agencies of West Coast Life, at a meeting of the San Francisco General Agents & Managers Association Monday. F. J. Curry, general agent Penn Mutual, reported on the plan to give new agents training under the G.I. bill of rights.

### Leaders Banquet in Columbus

Arthur Horrocks, public relations counsel of the Goodyear Tire & Rubber Co., was the speaker at a leaders banquet given in Columbus Friday night under the auspices of the Columbus Life Managers & General Agents Association. Two persons from each agency, one selling the largest volume and the one writing the largest number of lives, were guests.

### Council Speaks at Austin

Essentials for success in life work, whether in office or field, M. D. Council, American National, told the Austin (Tex.) Life Agency Cashiers' Association, include faith in the service of life insurance, loyalty to the company and office associates, and enthusiasm. Enthusiasm is contagious in all activities, he said. Enthusiasm for life insurance work rests upon love for people and an interest in their welfare.

### Contrast Two Sales Methods

William Fisher of the Murphy & Mage agency of Northwestern Mutual Life spoke on "Package Selling" and S. I. Snortum of the Kellogg Van Winkle agency of Equitable Society on "Programming" at a meeting of the Life Supervisors Association of Los Angeles. The advantages of each method as applied to the training of new agents were cited, and it was suggested that the package sale naturally would lead to programming, even if only inferentially.

At the meeting of the Minneapolis Cashiers' Association, Ed Ryan, chief of the police department discussed the juvenile delinquency problem.

### So. Bend to Salute Klusmeier

William Klusmeier, veteran manager of Western & Southern Life at South Bend, Ind., is being feted in his city at a dinner Feb. 11 in appreciation of his services as chairman of all the war bond drives for St. Joseph county. President Paul Hoffman of Studebaker Co. is to be master of ceremonies. H. L. Cramer, Northwestern Mutual general agent, is one of the leaders in making the arrangements.

## Plus Signs Abound in New Statements

(CONTINUED FROM PAGE 1)

Assets stand at \$591,110,377, an increase of \$18,682,677. Surplus was increased by \$3,835,844 to \$28,744,342. Premium income amounted to \$52,407,627 and investment income \$20,350,706, a total of \$72,758,333 which is \$4,700,777 higher than in 1944. The net rate of interest earned on total assets was 3.56. For 1944 the corresponding figure was 3.58.

In 1945 new life insurance amounted to \$127,916,014, an increase of 18%. Only once in history has this record been surpassed.

The average amount of new business placed per full-time agent in 1945 was 64% greater than in 1940.

Insurance in force increased by \$85,988,299 to \$1,381,547,564. This is the largest increase during any year in history.

Total payments to policyholders during the 100 years amount to \$876,232,449.

Policy reserves and other funds held for the benefit of policyholders amount to \$546,608,788 making a total of \$1,422,841,237. This is \$230,955,824 more than policyholders paid.

"During the past year funds available for new investment have continued to increase," Mr. Fraser explained, "and borrowers have continued to pay off outstanding obligations rather than to seek additional financing. The downward trend in interest rates continues unabated. Securities purchased at yields of better than 4% have been refunded at rates yielding considerably under 3%."

During the year Connecticut Mutual invested \$14,437,553 in certain preferred stocks of public utility companies and some of the better known industrial corporations. The company also purchased certain commercial real estate for investment, under the 1945 modification of the Connecticut investment laws.

On the \$167,874,974 of urban mortgage loans outstanding there was no item of interest 30 days or more overdue; and on farm loans of \$14,063,083, there were only two items amounting to \$798.

### CONTINENTAL ASSURANCE

Continental Assurance assets at the end of 1945 were \$74,891,930, an increase of \$12,737,003 for the year, president Roy Tuchbreiter reports. Capital remained at \$2 million and \$720,148 was added to surplus, increasing the total to \$3,946,596. The general contingency reserve was increased from \$800,000 to \$1,650,000.

New paid-for life insurance totaled \$95,023,500, a gain of more than 58%. Insurance in force was \$539,436,117, a gain of \$40,797,223.

Terminations in the group department brought about by the decrease in employment in war industries affected the total volume of insurance in force. The net gain of ordinary business in force was the highest in history.

### FEDERAL LIFE

Federal Life's paid ordinary life insurance in 1945 increased 26.8% over the 1944 figure. Combined ordinary and group in force at the close of the year was \$99,019,000. The increase in ordinary in 1945 was nearly three times that in 1944.

Accident and health premiums in-

creased to \$1,785,224, a very substantial gain.

Net earnings for 1945 reflected, after setting aside over \$104,000 for taxes payable in 1946, were \$502,960, an all-time high. Assets increased to \$23,709,329. Excluding real estate sold under contract and the home office property, real estate owned is reduced to \$196,423, only .8 of 1% of assets. Claim and other payments to policyholders and beneficiaries, together with increases in reserve funds held for their direct benefit, amounted to \$3,152,456.

### EQUITABLE LIFE OF IOWA

President F. W. Hubbell of Equitable Life of Iowa, reports new insurance

paid for during 1945 totaled \$73,763,110, an increase of 30% and the largest amount written in any year since 1929. Insurance in force stood at \$744,780,420, increase \$50,526,076.

Assets totaled \$302,413,211, increase \$24,365,980. Holdings of government bonds increased by more than \$30 million to \$126,943,607. The mortality experience continued favorable although slightly higher in 1945, due principally to war losses which totaled 249 for \$551,817. For the entire period of the war 557 such losses amounting to \$1,242,207 have been paid.

Equitable Life is now entering its 80th year.

### GUARDIAN LIFE

President James A. McLain reports assets amounted to \$624 million in Guardian Life. Assets were \$208 million.

Premium income was \$19 million. Guardian paid \$5 million to beneficiaries, plus \$4.8 million to living policyholders.

### Animated Advertising

An illustrated method of reporting to policyholders the facts and figures of its operations has been undertaken by Guardian in newspaper advertisements which are appearing this week in 51 cities.

Figures representing the volume of premiums, investments, and beneficiary payments are illustrated by a series of sketches which together with text explain in simple English the most salient points of the financial statement.

### KANSAS CITY LIFE

Every agency of Kansas City Life showed a substantial increase in business last year, which was its 50th anniversary, President W. E. Bixby reports.

Gain in insurance in force of \$54,317,235 was the largest ever, the total now being \$609,581,090.

Assets were \$170,160,406, an increase of \$11,755,157. Government bond holdings were \$92,560,916. Surplus to policyholders rose to \$9,300,455. Payments to policyholders and beneficiaries totaled \$9 million.

### MINNESOTA MUTUAL LIFE

New paid life insurance of Minnesota Mutual Life for 1945 totaled \$71,901,006, according to the report of President T. A. Phillips. The largest previous year was 1930 when the total was \$54,387,975. The increase in new paid business in

1945 over 1944 is 36%.

Living policy-owners were paid \$2,627,507, while death payments were \$2,112,509.56.

The gain in insurance force was the largest in history, \$40,562,377, an increase of 13.2%, bringing the total to \$347,261,356.

Surplus and contingency funds of \$6,782,487 stand at a new high. One contingency fund of \$1 million is substantially greater than needed to place reserves on a 2½% basis for all annuity policies and monies left under settlement options.

Assets increased \$6,778,749 to \$77,066,969. Net interest earned on mean ledger assets was 3.34%.

War claims for the entire period of the war constituted 7.6% of all death payments. The larger part was due to battle deaths, as contrasted with the first war, when the greater portion was due to deaths from injuries or disease.

### MONARCH LIFE

New paid for life insurance of Monarch Life last year totaled \$15,100,709, an increase of 33.2%. Insurance in force was \$57,478,469, increase 27.6%. The mortality was the lowest in the past 10 years.

Assets were \$14,562,628, surplus to policyholders, \$3,423,387, increase \$570,810.

Actual market value of bonds owned exceeded the book value by \$316,967.

Despite adverse factors the net rate of interest earned was 2.72% as compared with 2.68% the previous year. This was due to a decrease in investment expenses, as the gross rate was somewhat lower last year.

Accident and health results were excellent, new sales being the largest in any year in history.

### MUTUAL BENEFIT LIFE

Mutual Benefit Life becomes a billion-dollar company in point of assets,

in its 1945 statement. On Dec. 31 assets stood at \$1,006,427,438. Insurance in force was \$2,372,337,667. The billion dollar size was attained in the centennial year.

The rapid growth of assets has occurred in the past 40 years. In the first 60 years it grew to be a company with \$97,793,727 of assets. In 1915 assets were \$192,719,518; 1925, \$419,666,512; 1935, \$586,791,179.

### MUTUAL LIFE

The biggest gain in insurance in force since 1930, and the largest volume of new business since 1938 are reported by President Lewis W. Douglas of Mutual Life. The gain to surplus, before dividends, was \$40,368,000, an increase of \$300,000.

Policy loans declined 12%, surrenders were down 10%, and lapses were off 9%. Amount allotted for dividends is \$14,834,000, an increase of \$400,000. The 1946 scale is the same as for 1945.

Surplus increased by \$25,535,000 to \$94,355,700.

Benefits to policyholders including dividends and to beneficiaries amounted to \$107,078,400.

War death benefits in 1945 amounted to \$3,107,200 and represented 6.4% of the total, as compared with 4.5% in 1944. For the entire war period Mutual Life paid 2,876 such claims for \$7,753,800. These comprise 4% of total death benefits paid in the same period.

New insurance totaled \$203,390,400, a gain of 6% over 1944. Insurance in

(CONTINUED ON PAGE 28)



F. W. Hubbell



Lewis Douglas



Roy Tuchbreiter



W. E. Bixby

## United Life and Accident Insurance Company

Concord, N. H.

Representatives Have Something Unusual to Sell

Ask the man who owns a United Life and Accident Insurance contract which contains:

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## LEGAL RESERVE FRATERALS

### Illinois Congress Annual to Be in Chicago Feb. 22

The Illinois Fraternal Congress will hold its annual meeting Feb. 22 in the Morrison hotel, Chicago.

Due to war conditions, it was impossible for the congress to meet in 1945, so the officers held over. Joseph F. Sheen is president, Mrs. Margaret Gorman, vice-president; Russell H. Matthias of Ekern, Meyers & Matthias, secretary, all of Chicago.

The meeting will start in the morning.

### Bayer Elected President of New York Congress

Walter Bayer of Polish National Alliance, Brooklyn, was elected president of the New York Fraternal Congress at the annual meeting in New York City. Other new officers are: First vice-president, Rubyanna E. Koenig, Royal Neighbors; second vice-president, C. W. Rhodes, Workmen's Benefit Fund; secretary-treasurer, J. E. Long, state manager Woodmen of the World, New York City.

The executive committee includes Warren Benedict, Modern Woodmen, Ernest Deming, president Unity Life & Accident, Syracuse; J. H. Schmitt, Aid Association for Lutherans; John Lang, Independent Order of Foresters; Stanley Czaster, Polish Union; Ella Perkins, Woodmen Circle; Ralph Dare, Artisans Order of Mutual Protection.

Warren Benedict, legislative chairman, reported work on the new fraternal code for New York state which is being drafted in the insurance department.

John Lang, the retiring president, presided. Superintendent Dineen and Deputy Superintendent Bohlinger of New York were guests, as were Louise Patrick, secretary-treasurer, Pennsylvania Congress, and Ernest Deming representing the New Jersey Congress as its president. The New York department men spoke and representatives of the other congresses extended greetings. Talks also were made by Walter Basye, editor "Fraternal Age," and Arthur S. Hamilton, editor "Fraternal Monitor."

### Arizona-New Mexico W.O.W. Elects at Glendale Rally

The Arizona-New Mexico jurisdiction of Woodmen of the World held a two-day head camp convention in Glendale, Ariz., and elected new officers. Albuquerque, N. M., was selected for the 1947 convention.

Officers elected are: Don Breech, Portales, N. M., head consul (reelected); James M. Roden, Phoenix, national delegate; E. A. Bowers, Roswell, N. M., delegate-at-large; Jess Weed, Glendale, head adviser; B. L. Montoya,

Albuquerque, head banker; R. P. Goodson, Phoenix, head clerk; W. M. Walling, Albuquerque, head escort; Vincente Montoya, Las Vegas, N. M., head watchman; Ramon Vidal, Tucson, head sentry; Paz M. Leon; N. H. Rouse, Glendale; L. M. Snow, Yuma; Joe Rubalcava, Phoenix, and E. Moore, Tucson, head auditors; Jim Day, Phoenix; G. C. Worley, Clovis; and Jim Kiker, Portales, members of the law committee.

No successor was named to Lina Shannon, secretary.

### A.O.U.W. Congress Names Heineman President

Kenneth E. Hines of West Virginia was elected past president and J. T. Heineman of Minnesota was named president of the A.O.U.W. Congress at the postponed meeting held recently in Chicago. Others elected were: Vice-president, Mrs. Helen O'Brien, Washington; finance committee chairman, M. J. Boyd, North Dakota; law committee chairman, J. J. Mulready, North Dakota.

This is the organization of the various A.O.U.W. societies which deals with their common interests.

### Ga. Conversion Bill Passed

ATLANTA—The Georgia legislature passed an act which permits fraternal chartered under the laws of Georgia to convert into mutual or stock companies as may be elected. The measure sets up the procedure for conversion.

### C. J. Cover Makes Some Guesses as to Court Holdings

(CONTINUED FROM PAGE 1)

so as to extend to such acts the treatment accorded to the Sherman, Clayton and FTC acts.

As to the section in PL 15 which declares that the business of insurance and every person engaged therein shall be subject to the laws of the states . . . , Mr. Cover predicted that the Supreme Court will adhere to its decision in the S.E.U.A. case even though, as an original proposition three and possibly five of the justices would have disposed of the case without concluding the constitutional issue. Assuming that a majority of the court is partial toward state jurisdiction, its decisions will nevertheless follow general principles having universal application to all fields of interstate commerce. Insurance being interstate commerce will have to conform to the general rules applicable to that subject or otherwise the subject would soon be-

come honeycombed with special exceptions and instances.

This section cannot be applied as a delegation of power because to do so would effectively permit Congress to circumvent the constitution. Neither can the section be applied as an adoption of state laws by Congress because to do so would in effect result in Congress enacting 48 different sets of laws with their administrative machinery to govern a subject of interstate commerce as to which uniformity is a cardinal requisite.

The section may properly be given effect as a withdrawal of Congress for an indefinite time from the insurance interstate commerce field. This leaves the states free to legislate, subject only to the residual force of the commerce clause. The Supreme Court will stand by to apply the commerce clause whenever called upon to do so, and the issue will always be whether the law or regulation, under all the circumstances, effects interstate commerce and, if so, whether the effect is contrary to the essential purposes of the commerce clause to keep commerce among the states free and unencumbered.

### Protector of Constitution

The Supreme Court will be mindful of the fact that Congress has declared that the continued regulation and taxation by the states of insurance is in the public interest but it will not thereby abdicate its position as protector of the constitution. The court will likely say that Congress, by its declaration, could not have intended to deprive the commerce clause and the court of their constitutional prerogatives but rather that the declaration was made with the knowledge and assurance that state laws and regulations would be held within bounds. Beyond this the declaration will relieve the court from the necessity of considering the unspoken intent of Congress relative to the field of interstate insurance commerce and thus the states will not be excluded from that field by the mere silence of Congress.

The court will likely minimize the requisite of uniformity in interstate commerce regulation and confine its function to the avoidance of invidious restraints and interferences through discriminating or hostile state laws.

At one point in taking up the Robinson-Patman act, he said that the crux of the matter is discrimination in price of commodity sold in interstate commerce when the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly. Speaking from the standpoint of life insurance, he said this does not fit the situation of direct insurance which is sold to individuals not in competition. Reinsurance, he said, presents the only insurance situation to which this subsection may possibly have any application.

If reinsurance can be said to fall within the definition of a commodity, and if its discriminatory sale in any case were effected under circumstances such as to substantially lessen competition or tend to create monopoly, a case within the law would be presented. However, he was inclined to minimize this possibility. As to the FTC act, Mr. Cover said that opinions are diverse in life insurance circles. Some feel that legislation should be enacted which will go as far as possible to pre-empt the field to state control while others take a laissez faire attitude either because of despair of the power of the states to enact completely adequate legislation or a conviction that the federal government will not attempt to intrude the FTC act upon insurance.

### Comment by Bendiner

In his discussion on Mr. Cover's talk, Irvin Bendiner, Philadelphia, New York Life, expressed sharp disapproval of the number of tax suits being conducted by life insurance companies. He said he thinks the insurance business can and should keep itself out of the newspapers and out of the courts, that Congress, in his opinion, was very glad to turn insurance back to the states and asked only that the states and the insurance business get together and run themselves

smoothly. A flood of court decisions, he said, is the quickest way to give Congress the idea that the states cannot handle the insurance business properly and he questioned whether, at least some suits may not have been started with an eye toward bringing about federal supervision eventually.

Mr. Bendiner also decried the attempts of the life insurance business on the one hand and the fire and casualty business on the other hand to divorce themselves. He said the laws and court decisions make no distinction between any form of insurance and any attempt on the part of the insurance industry to divide itself is dangerous and again inviting federal control.

### Hiller Again Sells Million; Second in Penn Mutual

Walter N. Hiller of the Stumes & Loeb general agency of Penn Mutual Life in Chicago made his million of new paid business quite easily in 1945 and ranked second among all Penn Mutual agents in the United States. This record is outstanding in view of the fact that he was very active throughout the war period as a supervisor in the payroll savings division of war bond sales for the Treasury.

He has been with Stumes & Loeb and Penn Mutual for over 20 years; has been a C.L.U. since 1931, and is a Life Member of the Million Dollar Round Table of the National Association of Life Underwriters.

### Conn. Mutual Agency Cup Goes to Omaha for Keeps

For the third consecutive year the Omaha agency of Connecticut Mutual Life under Paul C. Kaul, general agent, has won the company's top agency award, the President's Organization Trophy.

The trophy now becomes the permanent possession of the Omaha agency. This is the first time that an agency has won the twenty year old trophy for three straight years. The award is given annually for the best record in agency development.

Runners-up, agencies and general agents, for the trophy were: Atlanta, P. L. Bealy Smith; Denver, Norris E. Williamson; Los Angeles, Phineas Prouty, Jr., and San Diego, Alpheus J. Gillette.

### Bill for Premiums as Tax Credit

WASHINGTON—Senator Langer, North Dakota, has introduced a bill to provide for allowance of premiums paid on not over \$5,000 life insurance as a credit against federal income tax.

Rep. Elsaesser is author of a bill to authorize payment of premiums on National Service Life and U. S. Government Life insurance at post offices.

## THE PRAETORIANS

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A Legal Reserve Fraternal Benefit Society

Bina West Miller  
Supreme President

Frances D. Partridge  
Supreme Secretary

Port Huron, Michigan

## Many "By-Products" for Agent in Group Insurance

The possibilities for producers generally in writing additional insurance or other lines of business on group policyholders were brought out by John G. Phillips, service supervisor of the group department of Equitable Society in its Kansas City office, in his talk at the meeting of the National Association of Accident & Health Underwriters in Wichita on "By-Products of Group Insurance." He said he knew that many of the agents in attendance had never written any group business and might feel that they were not interested, but pointed out that the opportunities he was citing can accrue to the agent who has never written a group, as well as to those who have.

### Group Is Good Entree

With group insurance now in the "big business" class, not only as regards life insurance but also group hospitalization, accident and health, accidental death and dismemberment, and group annuities, he said that if there is any business organization or branch of a business in the agent's community that has group insurance written by his company, he immediately has a natural entree and a wonderful source of prospects—prospects who are already his company's policyholders.

### Help Solve Problems

"In any of these locations, you can walk in, introduce yourself as your company's local representative, a representative of the company that is privileged to underwrite their group insurance, and offer to be of assistance to them whenever they have problems arising from their group coverage. You may not be able to solve all their problems on the spot, but to be of service to them, you should know where they can have their questions answered promptly. Some matters can be taken up with your own local branch office; some matters can be taken up with your group department field men, and some will have to go to your home office. Different companies have different practices as to where they keep the record of group cases.

### Need All the Facts

"You can particularly render service to a group by seeing to it when they do write in for information about their group coverage, that they give all the facts in their letter. Frequently, we receive a letter or a postcard stating: 'I am about to terminate my employment, at such and such a group. How much will it cost me to continue my group life insurance?' We must write back and say: 'How old? How much insurance? What kind do you want, ordinary life, 20-pay, etc.' 'How do you want to pay your premiums, annually, semi-annually, etc.' An active agent on the spot could easily handle these questions, and even if he couldn't, he could see to it that the letter contained all the necessary information so that the group office could give the proper answer."

### Questions of Coverage

The agent can build prestige for himself and come to be looked upon by the group as their "insurance man" by giving service and answering the many questions that arise about when a person is or is not covered. Questions of that sort which frequently come up are: "Are my dependents covered under hospitalization?" "Can I collect accident and health when I'm off because of an occupational accident?" "Am I covered when I'm in a Veterans Hospital?" These questions usually are answered in the booklet which is given to group policyholders, but the agent, being more familiar with insurance terms, frequently can give answers that a layman cannot find.

Mr. Phillips suggested that the agent make a call and advise each or any of the employees, from the boss to the janitor, that because they are his company's policyholders, they are entitled to his insurance survey service. "Regardless of what coverage they have, it is still a fine door-opener for you to discuss a man's complete insurance program and, of course, an opportunity to recommend additional insurance for needs that he does not have covered."

### Accident-Health Terminations

While all group life insurance can be converted within 31 days after termination of employment, with no medical examination required, most group writing companies do not provide for the continuance of group accident and health after the insured terminates his employment. However, by contacting groups in the agent's community where his company has accident and health in force, he should be able to obtain from them each month a list of the employees who have terminated their employment. This list, he said, certainly should be prized as a splendid prospect list for individual accident and health policies. Many agents, by properly servicing groups, have arranged to secure each month a duplicate list of the insured reported to the home office for termination.

### Supplementing Group Annuity

"For those of you who write retirement income and annuities, where there is a group annuity you have an excellent door opener to discuss the value and wisdom of augmenting that group annuity income with an individual retirement income policy. I know of one place in Kansas City where an agent, not with the Equitable, followed up the sale of a group annuity case and sold between \$40,000 and \$50,000 retirement income to the better paid individuals in that company, on this basis. 'You will get \$40 to \$50 a month from this group annuity and \$40 to \$50 a month from social security. With this retirement income policy you can augment these incomes and give yourself a liveable retirement income.'"

Of course, the man who sells a group has a splendid opportunity to secure information that will help him qualify the employees of that group as prospects for individual business. The acceptance cards that pass through the agent's hands show the name and age of each employee and if life insurance, his beneficiary. About 50% of the group plans are set up on a basis where the benefits vary in accordance with earnings. In these cases the agent knows the salary bracket of each employee. If it is a group annuity, he knows the exact earnings of everyone. If there is dependent hospitalization, he also gets the names and ages of employee's wife and children.

### Contact Top Employees

"To sell group you must get to the top executives of the company. To install it you must deal with the key men and department heads and since selling a group and installing it is something that can't be done in one interview (it takes several and sometimes many) you have a good opportunity to know well the top employees. What a wonderful opportunity it is to spot a key man and sell key man insurance, partnership insurance, or a stock purchase plan at a later date.

"How easy it is when you are filling out the group life insurance acceptance card for the top man to say, 'Should this life insurance be included in your partnership agreement.' Or, 'Should this insurance be tied in with the firm's business insurance?' A very natural opening for both of these subjects."

Many outstanding producers attribute

their success in personal production to their prospecting methods. "Where else could you have better entree to a group of wage earners or where else could you find a group of men under one roof about whom you have more information?" Mr. Phillips asked. "Contacting and servicing a group is profitable and, of course, when you sell it and service it it is doubly profitable."

The possibilities in the insurance field for returning servicemen, both as prospects and as prospective agents, were reviewed by D. T. Stuart Walker, Philadelphia manager of Mutual Benefit Health & Accident and United Benefit Life.

Mr. Walker declared that the sales procedure of the future in that field will be dominated by the influence of the 14 million veterans of the second world war and that any salesman who is going to service this market must be familiar with the veteran's viewpoint, his National Service Life Insurance benefits and his hospital, disability and pension rights. He referred to several booklets on that subject, including one published by the Diamond Life Bulletins, entitled "When the War Is Over for You."

### Must Provide Own Security

These boys have been accustomed to economic security in their military life—they must now provide their own. The returnee will be assured of hospital care through Veterans Administration facilities but will want to assure continuity of income for himself during disability and hospital protection for his family. With his National Service Life Insurance already provided on an unusually economical basis, disability protection is his most obvious and crying need.

He said many of them had walked into his office unsolicited and inquired about protection. This means that there are lots of new buyers in every neighborhood who have no regular insurance man. They are easily approached and it is a challenge to the agent to act promptly.

### Can Select Life Work

In taking up the returning veteran as a prospective agent, he said the serviceman has a unique opportunity, in that he can select his life's work, with the maturity beyond his years that war brought, and agency heads should help him make the most of it.

In regard to the "training on the job" provisions of the G.I. bill of rights, he said the matter was first brought to his attention when one of two young servicemen that had been taken on by his Allentown supervisor called at his office to ask Mr. Walker to approve his getting \$75 a month from the government. He had already been in touch with the Veterans Administration office in regard to it. Mr. Walker inquired how much work or responsibility would be involved on his part, stating that he was rather fed up on government reports and also understood that an organized academic training program was needed to qualify.

### Procedure Is Simple

The applicant said he had been told that the usual introductory supervision would suffice and that the only thing required was to put the office on record at the Veterans Administration as being willing to consider the employment and training of veterans. This was confirmed later by a V.A. representative, who made the whole thing sound even simpler, Mr. Walker said.

He urged any who might be interested to get in touch with the nearest veterans office and verify how little is necessary to qualify as a "selected business or industry for study or practical experience and training," under which veterans will be referred to the office, or it can hire others than those referred, with the veteran drawing anywhere from \$65 a month up, from one to four years, depending on service and family status. He said that under this plan both the manager and the

agent have a better chance for his successful introduction into the business, as it bridges that first critical year or two.

He warned, however, against any slackening of selection in that connection and said that otherwise the result will be to help a lot of men who are only interested in qualifying for this benefit.

## Strong Clientele Can Be Built Through General Insurance

From an agency where it has been known to succeed, comes the suggestion of life agents acting as brokers for general insurance in order to build up stronger ties with their policyholders and open up a wider field of prospects.

That such a system must be handled with discretion is obvious if the agency is to remain a strong volume producing life agency, but since it is argued that a great proportion of the agents hold broker's licenses and sell general insurance through the back door, giving their business to someone else, the idea that it should be channeled through a center office from whence it is distributed, might seem to be in order.

Also it must be emphasized that the general insurance business is merely incidental and for the purpose only of enlarging and strengthening the life sales.

In the agency referred to, the system has been employed for five years with great success and has now reached a level where it provides a small profit for the agency. At first, it barely paid for itself, but at the same time it gave the agents a great deal of confidence, as they were selling something all the time and continually adding to their list of prospects.

It was pointed out by the manager that the average life agent cannot expect more than three to five sales a month, often less, and under this system as he picks up a small business and sees his prospects several times yearly actually he takes hold of their entire insurance program and builds up an ideal clientele.

Moreover, this enables the agent to start collecting on his efforts sooner, the claim being that he can achieve a position in three years under this system that would take five to ten years under the average agency plan.

The most serious objection to this would be the agent might de-emphasize his life efforts in order to get quicker returns from the general business. Therefore, the program must be handled with extreme care, and the man must be trained primarily as a life insurance agent with the thought in mind of using the general insurance business as an aid to his regular business.

The agency which uses this system finds that its agents do not solicit general business except as a part of their life prospecting.

### Prudential Group Assignments

Prudential in the Detroit group sales office has assigned Charles W. Knowles, home office representative, to group sales, and William E. Reid, home office representative, to the handling of group claim matters there, also Willett K. Boger, service representative, has been transferred from the home office to handle all service work in the Detroit group territory. At Cleveland Charles I. Holden has been appointed home office representative for group sales.

Similar duties have been assigned to Russell R. Coburn at Cincinnati, with David K. Willard to handle all service activities in that territory. Herbert T. Conklin, home office representative, will specialize on group claim duties at Cincinnati.

Service work in Milwaukee has been assigned to Sten Johnson, while Darwin W. Dillon will specialize in the same duties in Philadelphia.

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(CONTINUED FROM PAGE 25)

force increased \$76,366,500, to \$3,789,753,700.

Government bond holdings were \$945,143,600 or 52.6% of assets. Public utility bonds were increased by \$11,800,000 to \$275,400,000, industrial bonds were increased \$28,800,000 to \$157,900,000. Municipals are down to only \$175,000 and railroad bonds were reduced \$33,450,000 to \$7,300,000.

Preferred stock holdings increased from \$15,600,000 to \$27,600,000. Securities liquidated in 1945 resulted in net gain of \$14,378,500.

Assets are \$1,798,385,011, an increase of \$80,746,223 for the year.

## OHIO STATE LIFE

Ohio State Life new paid-for production in 1945 was \$17,698,980. This was a gain of 18%. It is by far the largest production in history. Gain of insurance in force was \$12,263,144 as compared to \$9,685,651 the previous year. Insurance in force is \$147,232,867; assets \$35,688,412 and capital surplus and voluntary contingency reserves are \$3,699,317. The assets are greater by \$3,627,215 and contingency funds increased \$577,299.

The mortality rate was comparable to the 10-year average, including war deaths which constituted more than 14% of the total mortality.

## OLD LINE LIFE

Old Line Life at Dec. 31 was over the mark of \$100 million of life insurance in force. The total was \$100,883,929. The accident and health department had the largest premium income of any year.

In addition to paying shareholders two extra dividends of 1½%, all of the remaining reserves required for past service credits under the employees' retirement plan were set up; a new reserve in the amount of \$125,000 was created to cover fluctuation in mortality and interest; and \$113,589 was added to unassigned surplus.

Assets increased \$2,113,898 to \$31,206,262; life insurance in force increased \$5,78,347; new paid life insurance showed a gain of \$1,693,606 compared to 1944. Payments to policyowners and beneficiaries, during 1945, amounted to \$1,778,131.

## UNION CENTRAL LIFE

Surplus and special reserves of Union Central Life last year increased \$2,902,363 and now amount to \$19,546,582, President W. H. Cox reports.

New sales on life plans totaled \$81,199,003, an increase of 14.6%.

Life insurance in force increased \$37,063,310. Total business in force was \$1,417,166,814, of which \$1,221,130,193 is on life plans.

Total paid policyholders and beneficiaries in 1945 was \$35,036,281.

## PHOENIX MUTUAL LIFE

Assets of Phoenix Mutual Life increased \$28,698,000 to \$386,044,000. This is a larger gain than in any previous year.

New insurance totaled \$52,319,000; insurance in force increased by \$31,542,000 to \$814 million.

Only 1.6% of insurance in force at the beginning of the year went off the books for any reason except death or maturity. This is the best record of persistency in history.

Government bond holdings total \$146,324,000 or 38% of assets. City real es-

tate owned amounts to but \$89,000 and farm properties \$1,053,000.

Mortality experience was very favorable. Management expenses were lower.

Insurance, annuity, and disability reserves were increased \$2,276,000 from earnings; contingency reserve was upped \$785,000 and surplus was increased \$2,108,000.

## WISCONSIN NATIONAL LIFE

Wisconsin National Life reports its life insurance in force at \$59,095,674 which is an increase of nearly \$5½ million. The gain was the largest in any year in history. Assets now exceed \$14,200,000 which is an increase of about \$1 million.

## Read Orders 44-Hour Week for Okla. Examiners

Commissioner Read of Oklahoma has issued a letter to examiners representing the Oklahoma department, calling attention to the rule requiring that any person holding a certificate of authority to participate in the examination of an insurance company, must work a minimum of 44 hours each week, provided the company office will permit. Where the company hours permit, the Oklahoma examiner must work from 8 a. m. until 5 p. m. with one hour (not two hours) off at noon.

In the past, some commissioners have criticized the per diem and expense accounts of examiners, Mr. Read explained, stating "This department has not, but we do believe that many examiners do not apply themselves to the task as they should, and that it is more important to give a full day's work for whatever amount is charged than to argue over the dollars per diem or dollar expense account charged."

Mr. Read is secretary of the insurance commissioners association and chairman of its committee on examinations.

## Convert Franchise to Group

LANSING—Several insurers whose operations under so-called wholesale or franchise A. & H. plans were outlawed by Commissioner Forbes' recent opinion to the effect that such programs are discriminatory under Michigan law, have filed master contracts indicating their intention of continuing such coverages in conformity with the group law.

Under the code all basic group policy forms must be filed with and approved by the department although the state has no rate control. Mr. Forbes said he has no information as to whether the policies carry the same premiums as the former franchise and wholesale plan policies. He said no one has indicated any disposition to contest the ruling.

Mr. Forbes cited the writing of wholesale or franchise plans to cover synthetic groups consisting of the residents of a single apartment house or the employees of a certain division of office of an industry, without employer participation. To allow reduced rates for such "groups," he maintained, is out of order.

## To Study Hartford Development

Howard Goodwin, vice-president of Phoenix Mutual Life; Charles S. Kremer, president of Hartford Fire; Guy E. Beardsley, vice-president of Aetna Fire, and Berkeley Cox, associate counsel of Aetna Life, are the insurance representatives on a Hartford Development Commission of 28 members appointed by Mayor Moylan to study problems relating to Hartford's future.

## Meet with Trust Men Feb. 5

A meeting has been called for Feb. 5 in New York City when the National Association of Life Underwriters committee for cooperation with trust officers will meet with the American Bankers Association trust division. The American Bankers Association mid-year convention will be held in New York at that time. Paul Conway, John Hancock, Syracuse, is chairman of the insurance committee.

## Ben Block Completes 1,350 Weeks of One-A-Week

Ben Bloch of Equitable Life of Iowa, Peoria, has completed 1,350 weeks in the One-a-Week Club. He is the sole remaining charter member of the club which was founded in 1918. At that time he already had a personal record of 125 weeks.

## Dr. Fishbein to Speak Feb. 19 to Illinois Federation

Dr. Morris Fishbein, editor of the "Journal" of the American Medical Association, will speak at the annual meeting of the Illinois Insurance Federation Feb. 19 at a luncheon in the Palmer House, Chicago. His subject is "Medical Care in the Post war World."

## Insurance Faker Escapes Prison

Jake Max Landau, insurance ghoul who victimized hundreds of widows, has escaped from the state penitentiary at LaGrange, Ky.

A clever swindler who has used scores of aliases, Landau cheated hundreds of women in Kentucky before apprehension and conviction in June, 1944. His scheme was to watch death notices in the press, then call on the widows and pretend their late husbands carried insurance policies with his company but which required the payment of a sum of money ranging from \$9 to as much as \$400 for the purpose of searching and clearing the records or for paying inheritance tax on the amount of money his victim was about to receive from these non-existent policies.

He was exposed by the Kansas City Better Business Bureau.

## Indiana Tax Case to Go to U. S. S.

INDIANAPOLIS—Prudential will appeal its case involving the constitutionality of the premium tax levy in Indiana. In the trial court the law was ruled invalid but, upon appeal, the Indiana supreme court reversed this decision, holding the tax measure constitutional. The state court paved the way for the appeal by denying the company's petition for a rehearing. William G. Davis, attorney for the company, announced that appeal will now be taken to the U. S. Supreme Court.

Under the Indiana statute a 3% tax is imposed on net premiums collected in the state by out-of-state companies. As companies domiciled in Indiana are not subjected to a similar tax, the basis of the suit is that the law is discriminatory.

## Parris Sets Bankers Natl. Record

George E. Parris, general agent in Philadelphia for Bankers National Life of New Jersey, has been made chairman of the company President's Club.

For the 18 month period ending in December, Mr. Parris had a first-year premium credit of more than \$69,000—an all-time personal producers record.

Mr. Parris, who joined Bankers National Life in 1940, also led in 1942 and 1943. He has been a member of the Million Dollar Round Table for the past three consecutive years.

## Community Property Discussion

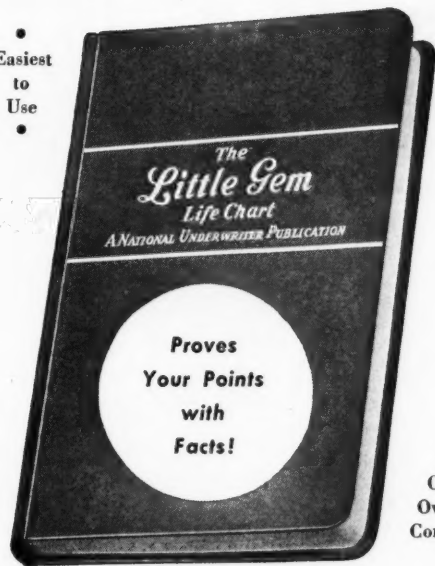
Harry C. Weeks of the law firm of Weeks, Bird & Cannon addressed an evening meeting Monday of the Trust Council of Fort Worth on "The Supreme Court Decisions in the Community Property Estate Tax Cases." He was a member of the committee of the Texas Bar Association that prepared and argued the constitutionality of the 1942 amendments to the estate tax law in the companion cases recently decided by the Supreme Court. The speaker at the Trust Council meeting last month was from the same law firm as Mr. Weeks—Frank B. Appleman. He discussed the 1945 revenue act.



W. H. Cox

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